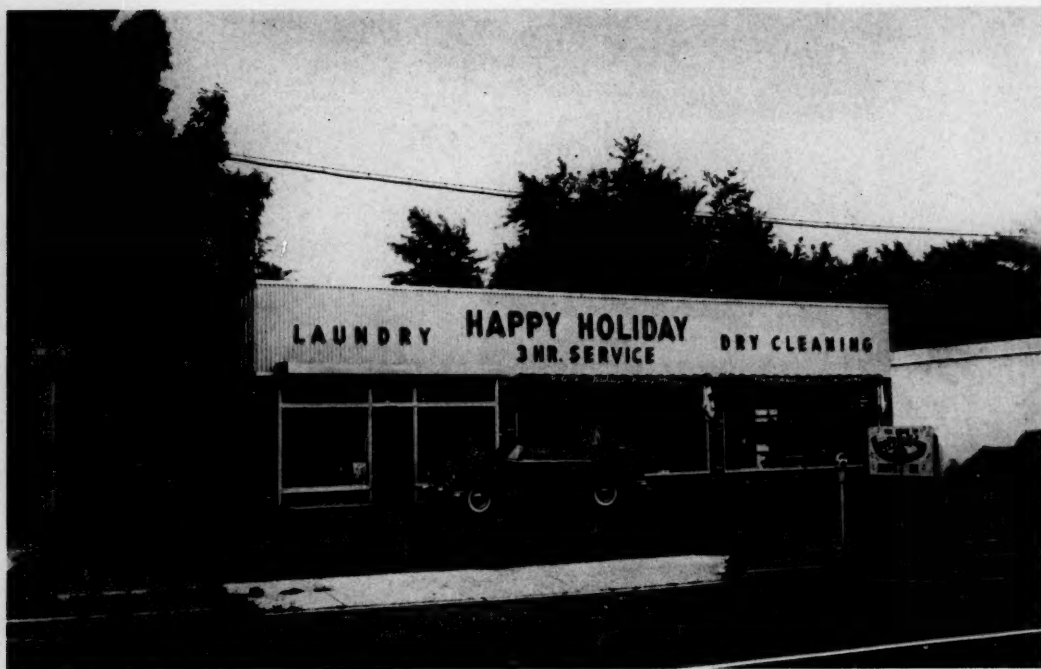


Starchroom

LAUNDRY JOURNAL

AUGUST, 1951



"Make Your Washdays Happy Holidays" is slogan of this new drive-in plant in Union, New Jersey. See complete story on page 12. Other features in this issue include the story of a weekly television program sponsored by Rhode Island Association of Launderers and Cleaners on page 8 and a review of AIL's 27th annual report on operating cost percentages on page 30

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the starch that made wheel sizing practical

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THE BEST LOOKING AND
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*both COLLAR
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When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

Starchroom

LAUNDRY JOURNAL

PUBLISHED MONTHLY SINCE 1894

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editor

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READER'S GUIDE

VOL. LVIII, No. 8, AUGUST 15, 1951

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AN EDITOR'S MEANDERINGS

In joining STARCHROOM as engineering editor, Joseph C. McCabe brings a wide background



of engineering and editorial experience to the staff. A graduate of Lehigh University with a bachelor of science degree in electrical engineering, Joe worked for a number of years in a public utility company's steam power plants while taking graduate work in mechanical engineering at Stevens Institute.

His jobs ran the gamut from coal passer to shift engineer and, finally, to engineer in charge of plant efficiency and betterment. In the latter job he conducted performance checks on boilers, generators, motors and auxiliaries as well as water treatment systems.

A licensed professional engineer in the state of New Jersey, Joe is an active member of the fuels division of the American Society of Mechanical Engineers and a member of the National Association of Power Engineers.

As associate editor of *Power*, a professional magazine for power engineers, he has perfected a style of writing on technical subjects in the power engineer's language. It is this particular skill which will benefit STARCHROOM's engineering readers most. (For one of Joe's stories see page 66.)

Married, the father of three children, Joe and his family live in Mountain Lakes, New Jersey.

We welcome him to the staff and know that our readers will soon agree with us that the laundry industry has gained a valuable friend and counsel.

★ ★ ★ ★ ★

An AIL press release states that the board of directors at their annual meeting in June studied the feasibility of forming a 12th AIL district to be composed of Canada. Mr. D. D. Williamson of Brantford Laundry & Dry Cleaners, Brantford, Ontario, was seated at the directors table as a representative of the Canadian Research Institute of Laundering & Cleaning during the discussions. (See SLJ, July 1951, page 32.)

It seems to us that such a move would be both logical and fitting. Canadian laundryowners have long been active in AIL affairs through individual memberships. More than once in the past AIL's president has been a Canadian. There are over 300 power laundries in Canada employing more than 12,000 workers. They grossed over 26 million dollars sales in 1949. Compared with gross sales of a little over 16 million dollars in 1930, the Canadian industry has demonstrated a tremendous growth in the past few years. An official representative of such a vigorous group on AIL's board could work to the advantage of both American and Canadian members.

Besides, in times like the present, shouldn't we do everything we can to cement relations with "our cousins across the border?"

—Jim Barnes



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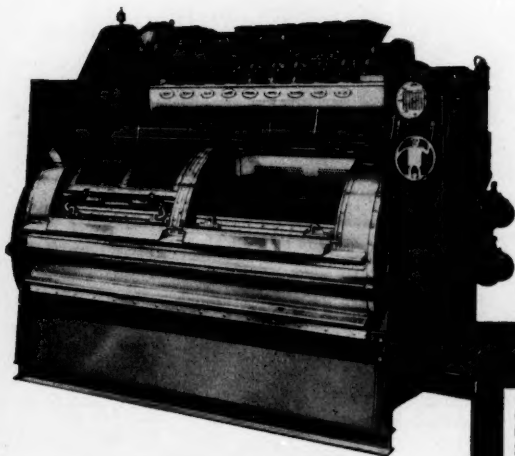
strong

as SAMSON

ROBOT AUTOMATIC WASHERS

ROBOTS are precisely designed by engineers who are familiar with laundry procedure and exacting demands on machinery.

ROBOTS are manufactured from materials especially selected to meet the exacting conditions under which laundry washers have to operate.



- ★ Forged trunnion shaft
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- ★ Reinforced washing cylinder
- ★ Independently built frame



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THE FIRST AND ONLY SELF-CONTAINED COMPLETELY AUTOMATIC WASHER

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Starchroom Editorial

McBrien's Valedictory

During his two years as president of the American Institute of Laundering, Fred McBrien visited laundries in almost every section of the country. As he turned the responsibilities of that office over to Martin B. Romeiser of Chicago, he mailed to AIL members the last in a series of informal letters based on observations made during his travels. It offered much food for thought and we recommend it as worthwhile reading.

In almost every town he visited he found laundryowners who said that business was not good. But in those same communities he always found laundryowners who were showing nice increases over preceding years.

Five basic requirements for the successful operation of a laundry, as he saw it, were being observed by those plants which were showing an increase in business:

1. They were producing a standard quality of work, week in and week out.

2. They were spending time to train and re-train their route salesmen in the fundamentals of selling service.

3. They were backing up their sales force with an adequate advertising program.

4. They were settling claims fairly and promptly.

5. They were advertising their service in such a manner that the price was easily understood by the housewife.

These are fundamental requirements of present day laundry management. No one will quarrel with them. But, like so many basic principles today, they are frequently lost sight of in the confused state of mind many of us find ourselves in what with worrying over the war in Korea, government imposed controls, and a thousand other problems—some real and others imaginary.

To be sure, the world may well be going to Hades in a hand-basket. But worrying about it won't help bring more volume into a laundry. That's the real problem in most plants today. Getting back to first principles of sound management is the only thing that can help. Fred McBrien seems to have nailed it down pretty well in his valedictory.

Get In the Scrap!

The National Production Authority has organized a nationwide scrap salvage campaign. For the second time within a decade industry is banding together to promote such a drive. During World War II approximately 22 million pounds of critical material were collected from the manufacturers and users of commercial laundry and drycleaning equipment.

More scrap is needed today than ever before if steel production levels are to be maintained the balance of this year and next winter. Steel mills and foundries have been producing at an unprecedented rate and consuming scrap accordingly. During the first quarter of 1951 steel companies operated at an

annual rate of 104 million tons. By the end of the year this capacity will be increased to about 107 million tons and by the end of next year total capacity should approximate 117½ million tons.

NPA announces that the original estimate of purchased scrap requirements for 1951 of 32½ gross tons has been thrown out the window. If we are to keep the mills and foundries at peak production we must flush out 36 million gross tons—possibly 38 million gross tons—of purchased scrap this year.

"Dormant scrap" is what the industry calls obsolete machinery, tools, jigs, dies, fixtures and other equipment for which there is no immediate or future use. It also includes items which are broken, worn beyond repair, abandoned, dismantled or in need of replacement parts that can no longer be obtained. It is this type of scrap which you are urged to sell now.

By selling this scrap now you will not only help the defense effort. You will also help yourself by making available materials to build repair parts and keep commercial laundry and drycleaning machinery in operation. The American Iron and Steel Institute also points out that plants thereby decrease operating costs and taxes through writing off obsolete equipment, reducing accidents and lowering insurance costs.

Just Wondering

Reported on page 30 of this issue is the 1950 profit picture for the industry as reflected by AIL's 27th annual operating cost percentages report. An average operating profit of 4.08 percent before federal income taxes is indicated.

In announcing the special report, AIL states that the information it contains was developed from questionnaires sent to all laundryowner members and to 500 public accountants. Of more than 700 questionnaires returned, 601 were usable in compiling the figures shown.

This indicates that somewhat less than 25 percent of all laundryowner members responded to the annual questionnaire. While the figures are valuable as they are—in fact, they are the only figures we know of which afford any kind of gauge of the national profit picture—we are wondering if a higher percentage of respondents couldn't be prodded into action in the future.

When we consider the utility of the report to all members, we can't help wondering why it doesn't enjoy the support of all members. It would be unrealistic to hope for perfection. But everyone who uses the report must surely realize that the more he puts into it the more he will get out of it and the more accurate the report will be.

Every AIL member has a means of checking his costs, item by item, against those of other laundries nationally, by sections of the country and by weekly sales volume. This puts each member in a position to take corrective action promptly and effectively. We doubt if a majority of American industries enjoy the advantages such a valuable tool offers. That's why we're wondering why more members aren't willing to respond.

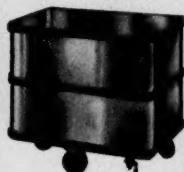
BISHOP *Laundry* WORK-SAVERS

Cut costs — boost production and profit — give lifetime service



LIQUID SOAP MAKER

Saves time and supplies. Galv. steel in 3 sizes: 30 gal., 60 gal., 100 gal.



LIFETIME TRUCK TUBS

Monel or stainless steel. No rust, corrosion. In 3 sizes: B2-5 (#2) 22"x34"x25" deep; B2-13 (#3) 26"x36"x25" deep; "Junior" B2-121M 18"x24"x15".



STARCH COOKERS

All copper, double-walled, permanently insulated in 15, 25 and 50 gallon sizes.



SORTING REEL

Assemble 25 bundles (150 nets) in 5 minutes in 10' x 10' area. No. B12-2.



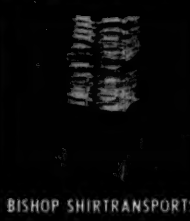
MONEL PREPARATION TRUCK

Ideal damp box, 18"x25"x11" deep, 34" high, on 13" wheels. No. B2-122.



IRONING BOARD

33" steel top; iron rest; sponge cup; cord holder; pilot light assembly, and sleeve board. No. B4-5M.



BISHOP SHIRT TRANSPORTS

Cut handling time. Hold up to 100 shirts. All sizes. 15, 25, 50, 100, 150, 200 shirts. B29-50, 100, 150, 200 shirts.



BISHOP PUFF-FINISHERS

Heads tilt over board; no reaching. B5-18X (shown): #3, #22, #52 heads; spray iron, spray gun.

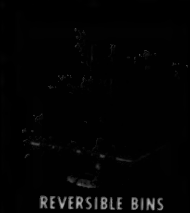
SORTER-TRANSPORTERS

Banish fixed bins; admit light air, 15 or 20 bins for shirts, for apparel. Write for details, prices.



REVOLVING SORTER

50 bins in arm's reach to sort twice as fast in half space. Turns at flick of finger; holds 500 shirts. Won't tip. No. B26-10.



REVERSIBLE BINS

Sort into one side, wrap out on other. Cut steps, handling, 15 or 20 bins per side. Ask for details.

TODAY—and FOR 56 YEARS

value-minded laundries everywhere specify the

BISHOP STARCH COOKER

It's Scientifically Insulated

Inner and outer walls scientifically spaced and insulated to prevent heat radiation and sweating.

Now Available in Stainless Steel

Non-corrosive; finest of all metals for cooking; assures long years of service.

It Retains Heat

For proper penetration starch must be kept at right temperature. The Bishop Cooker holds heat as long as needed.

It Cooks Fast

Exclusive steam nozzle keeps starch agitated, stirred, speeds cooking.

It's Easier to Produce Beautiful Finishing with Cooked Starch!

Cooked starch dries faster and more uniformly on the press to save costly time... produces shirts with a better "feel" and smoother finish, more economically.

3 POPULAR SIZES

15-GALLON — 36" high over-all; floor space 24" x 28"; B3-2, \$239.00

25-GALLON — 39" high over-all; floor space 28" x 32"; B3-5, \$289.00

50-GALLON — 45" high over-all; floor space 32" x 36"; B3-11, \$329.00

Order Now FROM YOUR SUPPLIER HE IS OUR DISTRIBUTOR

G. H. BISHOP CO. CHICAGO



MANUFACTURERS SINCE 1893

Plan Today

TROY FLATWORK IRONER



If you have any doubt about the efficiency of your present ironer . . . or if you're afraid it isn't going to last much longer . . . NOW is the time for you to do something about it! Trade it in NOW on a new Troy Flatwork Ironer—the ironer known throughout the industry for long, faithful service and top quality production. Troy Flatwork Ironers are backed by Troy's 83 years experience in building quality equipment. And Troy's nation-wide organization will give you prompt, efficient service at all times!

PROMPT DELIVERY!

Some sizes of Troy Flatwork Ironers are available now for immediate shipment. Other sizes can be shipped within 30 to 90 days. All machines are offered subject to prior sale and to any Government restrictions which might prevent the use of scarce materials for civilian use.

Troy LAUNDRY MACHINERY

DIVISION OF AMERICAN MACHINE AND METALS, INC.
EAST MOLINE, ILLINOIS

World's Oldest Builders of Power Laundry Equipment (Since 1868)

Only TROY FLATWORK IRONERS offer all these features:

- ✓ **DOUBLE END DRIVE**—Troy Ironers are geared on both ends of the padded rolls, eliminating twisting and strain. Double end drive assures long service, low maintenance costs.
- ✓ **GREATER IRONING SURFACE**—Padded rolls are a full 12 $\frac{3}{4}$ " in diameter. These oversized rolls cover more area in the chest, provide greater ironing surface and speed up production.
- ✓ **FASTER DRYING**—Chests designed for operation with 125 lbs. steam pressure.
- ✓ **CHOICE OF LUBRICATION SYSTEMS**
 1. Sight feed oil cups
 2. Individual Alemite grease fittings
 3. Centralized lubrication system (at extra cost)

On the Mobilization Front

President Truman signed the Defense Production Act of 1951 on July 31st just five hours before controls on prices, wages and rents under the old law were due to expire. The new legislation will remain in full force until June 30, 1952.

Precisely what impact, if any, the new provisions of the law will have on the pricing problems of the laundry industry is uncertain at this time. It would appear, however, that laundryowners and drycleaners (as well as other service industries) will receive the same guarantee given to manufacturers—assurance that their price ceilings must reflect their pre-Korean price, plus all cost increases up to July 26, 1951. However, most laundryowners will have to fight it out with OPS to get their price relief.

OPS has indicated that the problems raised by the new legislation are receiving intensive study and that a clarification of the numerous problems involved could be expected in the near future, after basic policy decisions were made by Director of Defense Mobilization Wilson.

Of principal interest to laundryowners are two provisions of the new law known as the Capehart Amendment. This amendment provides, in effect, that after the effective date of the new law (midnight July 31, 1951) no ceiling price may become effective which is the lower of: 1. The price prevailing just before the date of the issuance of a new ceiling price regulation, or 2. The price prevailing during the period January 25 to February 24, 1951.

Inasmuch as Ceiling Price Regulation 34, establishing the ceiling prices for laundry services, has been effective since May 16, 1951, the foregoing provision of the new statute is of little significance to laundryowners until or unless OPS seeks to make effective a new or revised ceiling price regulation applicable to the industry.

A further provision of the Capehart Amendment, however, is of more direct interest to laundryowners. This is the provision which requires OPS to adjust ceiling prices upon the application "of any person" who makes a proper showing of prices and costs. Such an adjustment is based upon the applicant's highest price between January 1, 1950 and June 24, 1950, adjusted to reflect increases or decreases in costs occurring subsequent to such highest price and prior to July 26, 1951. Moreover, the term "costs" in connection with such price relief formula, is expressly defined by the law to include: "materials, indirect and direct labor, factory, selling, advertising, office, and all other production, distribution, and transportation and administrative costs, except such as the President may determine to be unreasonable and excessive."

OPS is presently in the process of preparing formal regulations establishing methods, formulas and procedures by which applications for price relief under the above provisions will be processed. In connection with

the above definition, however, laundryowners should note that the limitation respecting "unreasonable and excessive" costs may in the future provide OPS with a basis under some circumstances for again utilizing its "cost absorption" principles.

DO-97 rating was replaced by two new MRO ratings in July when the National Production Authority issued CMP Regulation No. 4 and amendments. The new ratings have been assigned to take the place of the DO-97 rating which was formerly applied to purchase orders for some maintenance, repair and operating supplies and minor capital additions. Laundryowners won't have much trouble with the new rules because they are substantially the same as the DO-97 rules.

A new symbol, "MRO," has been substituted for the DO-97 rating for application to purchase orders for "controlled materials." This classification of materials includes steel, copper and aluminum in the forms and shapes listed in an appendix to CMP Regulation No. 1.

Another new symbol, "DO-MRO," can now be applied, with limitations, to MRO supplies and minor capital additions other than the above "controlled materials."

Quota restrictions and calculations which were prescribed by NPA Regulation No. 4 have been incorporated in the new CMP Regulation No. 5 just as before. (See STARCHROOM LAUNDRY JOURNAL, July 1951, page 9.)

The actual list of MRO supplies to which the new ratings, "MRO" and "DO-MRO," can be applied is still very limited. The ratings *cannot* be applied to orders for the following materials: all basic and inorganic chemicals (this includes perchlorethylene and carbon tetrachloride); packaging materials and containers; paper and paper products; paints, lacquers and varnishes; wire hangers; tires and tubes; nylon fibers and yarns (this *does not* include end products such as nylon nets).

In addition, a long list of consumer durable goods have been removed from the ratings. These items include: office furniture and fixtures, shelving, filing cabinets, store fixtures, lockers, electric fans 16 inches and under, signs and advertising displays, pens and mechanical pencils.

Outstanding orders for MRO supplies rated with the old DO-97 rating and scheduled for delivery in the third quarter of this year will be automatically rated with one of the new ratings. DO-97 rated orders scheduled for delivery in the fourth quarter of this year, however, must have been re-certified with the appropriate new symbol *before August 15th*. If this has not been done before that date, these orders become unrated.

CMP Regulation No. 5 prescribes the following certification for purchase orders:

"MRO or DO-MRO

"Certified under CMP Regulation No. 5

"Signed _____"



"A Visit With Barbara," sponsored by Rhode Island Association of Launderers and Cleansers, stars Miss Barbara Lowther, shown posing with TV camera. 15 minute program features human interest interviews, institutional type advertising messages

Association Sponsors Television Show

"A Visit With Barbara" proves to be effective, low cost advertising for Rhode Island group on cooperative basis

By JOHN J. MARTIN

AT A TOTAL PROGRAM COST OF \$265, the Rhode Island Association of Launderers and Cleansers has been able to reach an estimated television audience of 108,000 people over Providence station WJAR-TV every Monday night from 6:45 until 7:00 P.M. Cost for time is \$133, cost for interviewer and announcer is \$132, cost per viewer— $\frac{1}{4}$ of a cent!

The step into this new advertising medium was made by a dozen or so interested members of the association about a year ago. The weekly program cost was apportioned according to the number of outlets, both route and store, maintained by sponsoring laundries and cleaners.

A 15-minute program billed as "A Visit With Barbara," the telecast bases its entertainment appeal on human interest. Mistress of Ceremonies Barbara Lowther constructed the body of the show, while Bob Rockwell of the T. Robley Louttit advertising agency in Providence built the words and continuity of the selling theme.

The program's commercials attempt to identify the Rhode Island Association seal with quality, service, and above all, responsibility. Although sponsoring members are shown on a revolving barrel in the background, individual firms are never mentioned. The public relations value of the seal is exploited, and all member plants benefit.

VIDEO
ANNOUNCER AT COMMERCIAL
TABLE

PROPS: BOWL OF SUDS WATER,
BOWL OF RINSE WATER
AUDIO

To any home-maker, the process by which clothes are laundered is certainly no mystery. Of course washables are agitated in a soap solution first . . . and then they are rinsed. (INDICATES SUDS BOWL AND RINSE BOWL.) Essentially, the laundering process is the same whether it takes place at home or at an association launderer's. Why is it then that an association launderer gets your washables so much cleaner? That's no mystery either. You see, an association launderer knows that left-over soap dulls and yellows fabrics. And so, while you at home rinse your things only once or twice, your association laundry rinses at least eight times. Yes, at least eight rinsings in fresh, pure water. Every last trace of dulling, left-over soap is absolutely removed. No wonder your washables are brighter . . . cleaner, when you send your laundry out. Another advantage of so many rinsings by your association launderer is that the finished flatwork and wearing apparel are more sanitary. That's right . . . scientific tests have shown that the professionally laundered things are up to four thousand times more sanitary. For cleaner, purer clothes, send your laundry out . . . to an association launderer, whose seal on your laundry bundles is your guarantee of satisfaction.

SLIDE ASSOCIATION SEAL

Use of Props

Television is a visual medium, and the use of props as visual aids is prolific. The props are clever, and the words spoken to explain them are tied smoothly to the laundry commercial.

For instance, the camera opens on an antique washing machine, then slides back to include the announcer in the picture. His opening words are, "Don't see many of these things around today . . . except at the South County Museum where this came from. These washing machines were all the rage a century ago. Guess the housewives who used them were in a rage, too." The well trained voice proceeds to explain why laundries, with their efficient modern equipment, can give the housewife a quality product and more leisure time. As with all association commercials, this one ends with the camera on the association seal as the announcer explains what the seal means in the way of quality, service and responsibility.

Other props and commercials used have been a newspaper to check the things around town that the housewife might be doing if

her laundry had been sent to an association launderer; a three-minute egg timer to point out that if a similar gadget were used to time home laundry work, it would have to be an hour glass; winter clothing to point out that in freezing weather the association launderer is better able to take care of the family wash; and scattered toys to bring home to mothers that they are pretty busy people, and would have more time for those children if they let an association laundry handle that washing chore. In every case, some salient reason for using the services offered by a laundry, an association laundry, has been presented.

Television isn't all commercials. There has to be some reason for the audience to tune in, and the very good reason in this case is Miss Barbara Lowther. Television owners make "A Visit With Barbara," because Barbara visits with interesting people.

It's Barbara's job to find people with unusual occupations, hobbyists, oldsters who are successful at seventy, public officials and others who might fit into the pattern of the show.

Miss Lowther has brought



VIDEO	PROPS: THREE-MINUTE EGG TIMER AUDIO	VIDEO	PROPS: OVERCOAT, GLOVES, EAR-MUFFS, HAT AUDIO
ANNOUNCER AT COMMERCIAL TABLE	It just so happens that I've brought with me tonight . . . a gadget for you to time your weekly washing chore by. Oh, I know perfectly well that you recognize this as a three-minute egg timer. But it's just as useful for timing your laundering tasks, too. You're all set to say . . . "Why, my laundering and ironing needs more than a three-minute timer like that. I need an hour-glass . . . I need four or five hour-glasses . . . and even then I'd still be wrestling with the family wash, long after the last sands have run out." Well, it ain't necessarily so. Especially if you do your wash the association laundry way . . . which means you don't do it at all . . . your association launderer does it. In less than three minutes you can entrust your wash bundle to an association laundry driver. You'll be surprised how economically you can send your laundry out . . . regularly every week . . . how much cleaner, brighter your association launderer washes all flatwork and wearing apparel. So reduce your washday drudgery to less than three minutes . . . that's all it takes to send your laundry out. And remember, the association seal of responsibility on your laundry bundle is your guarantee of satisfaction.	ANNOUNCER AT COMMERCIAL TABLE	Who wants to wrestle with the wash when the weather makes you dress like this? When cold comes you feel like saying . . . "Let the laundry go hang." But it won't by itself. And you try to hang it. What happens? Sheets . . . towels . . . wearing apparel . . . and what have you are stiff as a board almost before you can clomp a clothespin to them. And when you come right down to it, you can't let the laundry go hang . . . it has to be done. Let it go to an association launderer at a time like this. Send all your laundry out. Your launderer's modern equipment and streamlined washing operations don't care a fig for the weather. Come bitter cold or stifling heat, your wash is processed perfectly. What's more, your choice of services is as varied as your needs. Whether you specify thrifty wetwash or any other bundle, including deluxe finished . . . you never have to dread the cold outside . . . no shivering or struggling with the clothesline . . . no need to bother with de-icing equipment. Just phone your association launderer. His driver will pick up and deliver the things you have to send. And remember . . . the association seal on the bundle you get back is your guarantee of satisfaction.
SLIDE ASSOCIATION SEAL		CLOSE ON SEAL (SLIDE)	

PROPS: DESK CALENDER	
VIDEO	AUDIO
ANNOUNCER AT COMMERCIAL TABLE	(HOLDING UP CALENDAR, FIRST SHOWING 8th JAN. DATE HEAD-ON, THEN RIFLING PAGES.) After tonight, there'll be eight gone from your pile of 365 dates to keep in 1951. Three hundred and fifty-seven days when you can do what you like . . . but do you? How about the family wash? That amounts to one or even two days' drudgery a week. But why shorten your enjoyment of life this year . . . when it's so easy . . . so convenient . . . to send all your laundry out. Send it to an association launderer. Just a phone call tomorrow . . . will summon his driver representative to your door regularly every week. To suit your needs and your budget, he brings you a variety of services from thrifty wetwash to deluxe finished. Association laundering is more efficient . . . gets clothes cleaner. It's more sanitary. Yes, the association seal of responsibility on your laundry bundles is your guarantee of satisfaction . . . every day of the year.
SEAL—SLIDE	

PROPS: NEWSPAPER	
VIDEO	AUDIO
ANNOUNCER IN EASY CHAIR READING PAPER	Just checking up on what's doing tonight. You probably do this every now and then. Pick out a movie for the evening . . . a club meeting . . . or some other activity. Then comes time to take off . . . and you find the spirit is willin' but the flesh is mighty tired. Well, if you trace that dragged-out feeling back to the hours you've spent during the day over the family wash . . . washing or ironing. Stop and think how easy it is never to have wash-day fatigue again. Send all your laundry out. Send it regularly every week to an association launderer. His modern washing processes are tireless . . . thorough . . . yet so gentle. After sudsing, your flatwork and wearing apparel are rinsed in at least eight changes of fresh water. No wonder your things come back from your association launderer's . . . really clean . . . brighter, whiter . . . more sanitary. So rely on your association launderer for a variety of services from economical wetwash to deluxe finished. Remember, the association seal of responsibility on your laundry bundles is your guarantee of satisfaction.
SLIDE ASSOCIATION SEAL	

Rhode Island's Governor John O. Pastore to explain the meaning of United Nations Day, an inventor who makes fabric from peanut shells, a husband-sculptor and wife-ceramic artist team, Hollywood funnyman Billy DeWolfe, and even a woman who makes cosmetics from goat's milk—complete with goat.

A logical choice for the association program because of her extensive radio experience, Barbara has a special qualification for her job. The association, after hiring the lovely blonde for the show, sent her to the ALL laundry in Joliet to gain first-hand knowledge of the product she now sells. A similar trip to Silver Spring for an NICD visit is planned.

Results

Results of radio and television advertising are extremely difficult to measure directly and accurately. However, in a general survey of people in Providence who were asked what laundry and cleaning firms they patronized, those plants who sponsored the telecast were most mentioned. Second were those members of the association who did not actively sponsor the show, and least noted were those laundries and cleaners who do not belong to the group.

\$265 a week would be a healthy bite from any individual advertising budget. In sponsoring a television broadcast collectively, the Rhode Island group has gotten around the high cost of programming over this new and powerful advertising force. It should also be pointed out that this program has been doing a successful public relations job—selling laundry and cleaning. Is it not logical to think that all individual plants will benefit if more bundles come out of the home? The Rhode Island Association of Launderers and Cleansers heartily recommends this formula. ●

PROPS: TOYS, TELEPHONE	
VIDEO	AUDIO
ANNOUNCER SITTING IN EASY CHAIR, TOYS AROUND FEET, TELEPHONE ON TABLE AT SIDE. OPEN ON FEET AND TOYS, PAN UP TO ANNOUNCER'S FACE	If scattered toys on the floor are a usual addition to your living room decorative scheme, it's a good bet there are children in your home. If there are children in your home, it's a good bet you're busy pretty constantly, and you as a homemaker welcome every opportunity to relax . . . even in the midst of scattered toys. Your association launderer can help you relax even more. Yes, phone him tomorrow for regular door-to-door laundering service every week . . . and you'll have many more hours to spend at leisure or to devote to fun with the kids and your family. Remember, professional launderers wash cleaner. Their modern processes are more sanitary. Their services save you time and drudgery. And the association seal of responsibility on your laundry bundles . . . from thrifty wetwash to deluxe finished . . . is your guarantee of satisfaction.
PICK UP PHONE	
SLIDE ASSOCIATION SEAL	

by the makers of the famous Bulldog Nylon Net

BEST PRESS COVER OFFER YOU'VE EVER HAD

NYLOTEX

Made of spun nylon filler with 260-17 filament nylon warp finished with the durable tough Bulldog resin finish. Available in rolls ranging from 60 to 70 yards in 54" width @ \$1.90 per yd. net, f.o.b. our mill.

PERMOTEX

Made of heavy double duty spun nylon also finished with the durable tough Bulldog resin finish. Available in rolls ranging from 60 to 70 yards in 54" width @ \$2.89 per yd. net, and 44" width @ \$2.31 per yd. net, f.o.b. our mill.

YOU CAN'T MATCH THESE FOR QUALITY AND PRICE

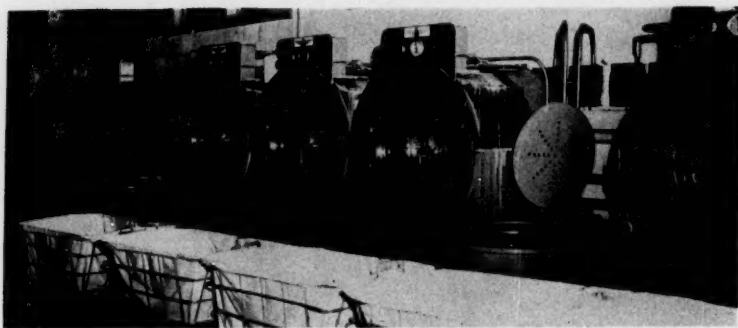
**Act Today On This Great
Introductory Offer. Order
A Roll Or More And We'll
Bill Through Your Jobber**

**PRICES AND
SAMPLES
HAVE BEEN
MAILED YOU**

X. S. SMITH INC.

RED BANK, NEW JERSEY

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL



Happy Holiday's equipment includes nine open end washers in groups of three with an extractor adjacent to and serving each group

Happy Holiday Draws Volume

Drive-in plant capitalizes on strategic location, quick service and attractive prices

By JAMES A. BARNES

FROM A STANDING START to a weekly sales volume in excess of \$650 in less than five months with a productive working force of only nine people is the record set by Happy Holiday, Inc., Union, New Jersey. Offering both laundry and drycleaning service, the new venture is a separate corporation organized by Corby's Enterprise Laundry in nearby Summit—a firm that has been in operation in that community for over 50 years.

Responding to the needs of a certain segment of the local market, the laundry department offers three hour service on spun-dried and dri-fold. The former service consists of washing and extracting only. The latter includes tumbling and folding. Spun-dried is priced at 59 cents for 10 pounds or less. From 10 to 14 pounds the charge is 79 cents and from 14 to 18 pounds it is 99 cents. Over 18 pounds is priced at five cents per pound. Dri-fold is priced at three cents per pound over spun-dried prices. There is no extra charge for three hour service. Shirts brought in one day are ready the next day at 18 cents each or six for a dollar. In all cases the customer is informed of the exact charge at the time the bundle is accepted at the counter.

Complete service is available. Besides the laundry and drycleaning services mentioned above, all of which are processed on the premises, Happy Holiday solicits household linens, rug cleaning, curtains and fur storage for the parent plant. In all such cases they ship to Corby's in the same manner a bobtail or selling agent would. The store charges the customer at regular retail prices and Corby's charge Happy Holiday a wholesale rate of 66 percent of its established retail prices. The sales records of the two corporations are kept distinct and separate.

In this way Happy Holiday offers a finished sheet and pillow case service at retail prices of 18 cents per sheet, eight cents per pillow case and five cents per hand or dish towel. The bundle is netted in a special green net at the store, ticketed in the regular way and shipped to the Summit plant where it is washed, finished and returned to the store for three day delivery.

An additional Happy Holiday service is a bachelor

bundle in which wearing apparel is completely ironed, minor repairs made and all buttons replaced. This is also a three day service and is completely processed at the Summit plant.

Corby's operate nine routes out of Summit. One of these routes serves Union and it is interesting to note that there is no evidence that any of Corby's established route customers are switching over to the new store. The store is merely capitalizing on a quick service for small bundles at the lowest price possible from housewives who feel that is the service they need. In so doing, they are tapping a new market in the area without cutting into the established market of the Summit plant.

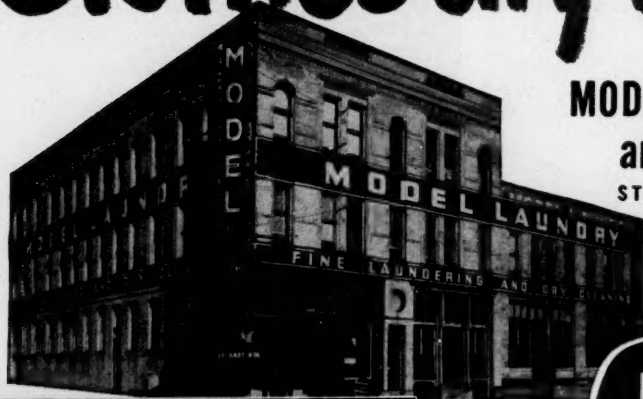
Convenience to the housewife is another ingredient in Happy Holiday's success. The attractive new store is located on a corner of one of the main thoroughfares of town. The intersection is fast developing into a conveniently located shopping center. The town's leading super market is about to break ground for construction of a new store next door to the laundry. Happy Holiday is all set to capitalize on this development. With a 300-foot frontage on the highway, the lot is approximately 168 feet deep. The driveway area in front of the store is 45 feet deep with three exits—two on the main street and one on the side street. A free parking area for customers will soon be available directly in back of the store. Business hours are from seven thirty until six every weekday but Friday when the store remains open until eight in the evening.

The equipment consists of a battery of nine 25-pound open-end washers arranged in groups of three on a base, with a 20-inch extractor on an individual base adjacent to and serving each three washers. Three 36 x 30-inch steam heated open-end tumblers are located along the back wall of the plant at right angles to one end of the washer line. A two-girl shirt finishing unit plus a small mushroom body press and a press for washable trousers complete the laundry equipment.

Because all productive employees are being trained in both finishing department and washroom all of this

Clothes dry faster...

at
**MODEL LAUNDERERS
 and CLEANERS**
 ST. PAUL, MINNESOTA



thanks to

**HUEBSCH
 TUMBLERS**



Model Launderers and Cleaners, St. Paul, are among the nation's leading laundries using Huebsch Tumblers. Shown here are eight of the 14 now being operated.



From coast to coast, more and more modern, progressive laundries are depending on Huebsch Open-End Tumblers for faster, more economical drying. *Look at the record!* More than 70,000 Huebsch Tumblers are now in use—and the figure is growing every day. There are good reasons why Huebsch outsells all other tumblers combined. *Check them yourself!*

COMPARE HUEBSCH ADVANTAGES... YOU, TOO, WILL CHOOSE HUEBSCH

Faster Drying at Lower Cost

Easier and Faster to Load and Unload

Low Initial Cost, Low Maintenance Cost

Low Steam-Electric Consumption

FOUR SIZES: 36" x 18", 36" x 24", 36" x 30", 42" x 42"

For complete details, see your Huebsch representative, or write, wire or phone us direct.

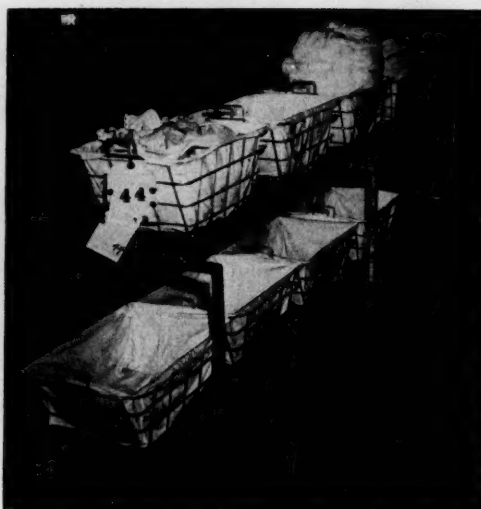
HUEBSCH
 Originators

**INVENTOR AND WORLD'S LARGEST MANUFACTURER OF
 OPEN-END DRYING TUMBLERS**

Makers of the famous Huebsch Handkerchief Ironer and Fluffer Pants Shopper
 Automatic Valves Feather Renovator Double Sleever Collar Shaper
 and Ironer Garment Bagger Cabinet and Garment Dryers Wash-
 meter Hosiery Ironers Spring-Type Filter.



Work moves from washer to extractor along metal chute which is attached to front of machines



Bundles are taken directly from sales counter to individual baskets on upper track of a two deck conveyor. Note canvas group identifying tag with attached sales slip pinned to end of basket

equipment is operated by only four girls. Under normal production one girl operates washers, extractors and tumblers. Two girls are on the shirt finishing unit and one girl on the mushroom press and small body press. However, the latter girl helps in the washroom when needed and relieves in that department for lunch hour.

A synthetic cleaning unit, two presses, a double set of puffers and a spotting board comprise the complete equipment in the drycleaning department.

Steam for the entire plant is provided by a 25-horsepower oil-fired boiler in an adjacent room. An auxiliary 15-horsepower super-heated boiler which can be cut in and out of the line provides hot water for the washers.

Work flows through the plant smoothly. The sales girl weighs the bundle at the counter if it is spun-dried or dri-fold, writes the sales slip and gives the customer a carbon copy on which the price is clearly written. She turns around and places the bundle with the sales ticket in an individual basket which is on the upper track of a two deck conveyor. This track runs the full length of the battery of washers and extractors. Baskets are rolled easily down the upper track when full and lifted to the lower track for return to the counter when empty.

If the bundle consists of shirts only, a variation from the above procedure is followed. The sales girl staples a numbered tab from a waterproof pre-marked strip tag to each shirt tail. All tabs are numbered the same. One of the stubs is also stapled to the sales ticket. No shirt marks are used and the staples are a special split type which can be easily removed by the customer at home. It is interesting to note that, in five months operation, only two customers have mentioned the use of staples instead of marks and neither of these customers has complained.

If a spun-dried or dri-fold bundle needs classifying, the girl who operates the washers separates at the time she loads the machines from the individual baskets on the conveyor track. Fugitives, of course, are run in a different formula from whites. At this time the group identifying tag enters the production picture. It is simply a piece of canvas with a large number stenciled on it and seven grommets spaced around the edges. Three large net pins and four small individual pins are passed through the grommets—one pin through each

grommet. Each of the pins are identified with the same group number as the tag. The operator assigns one tag to each basket and one pin to each net if more than one net is required. Nets are only used if it is necessary to run more than one customer's bundle in a wheel at a time. She also pins the sales slip to the group identifying tag at the same time. Then she marks the group identifying number on the sales slip with black crayon. Thus, the number on the group identifying tag, sales slip and pins are all the same.

If the load is to be spun-dried the operator leaves the tag on the basket. If it is a dri-fold load she removes the tag from the basket and places it on top of the washer. After washing the tag is pinned to a still basket which is rolled up to the extractor to receive the dri-fold load. The individual pins make it easy to reassemble any parts of a bundle which have to be handled separately during the washing operation.

After extracting the girl merely replaces each spun-dried load back in the individual basket on the conveyor track. However, as mentioned above, individual still baskets are used for dri-fold loads. These baskets are on stilts the same height as the extractor. It is a simple matter for the girl to lift the load out of the extractor, into the still basket and roll it over to the tumbler and thence to the folding table.

In moving the work from washer to extractor the girl merely moves it along a metal drain trough or chute which is attached to the front of the machines. Truck tubs and the necessity for lifting the work are eliminated. While the work is being moved in this fashion the load drains through the trough to the soil line.

The plant is clean and attractive. Customers find it intriguing to see their work go into production. But the greatest features of all are the strategic location, fast service, good quality and attractive price. That dollar volume, which is steadily climbing now, is bound to jump when the shopping center really gets going. ●



Put yourself in your prospect's shoes...

As a shopper in your community, how do you go about finding all the products and services you need?

If you do what 9 out of 10 shoppers do—you probably go right to the 'yellow pages' of your local telephone directory.

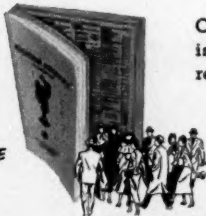
That is a buying habit that has been going on for over 60 years. We know...because we've checked

with folks in communities throughout the nation again and again.

That's why so many laundrymen consider it smart advertising to have their name and sales message in the 'yellow pages'.

Check the headings in your local Classified... make sure your name is listed under the services you render.

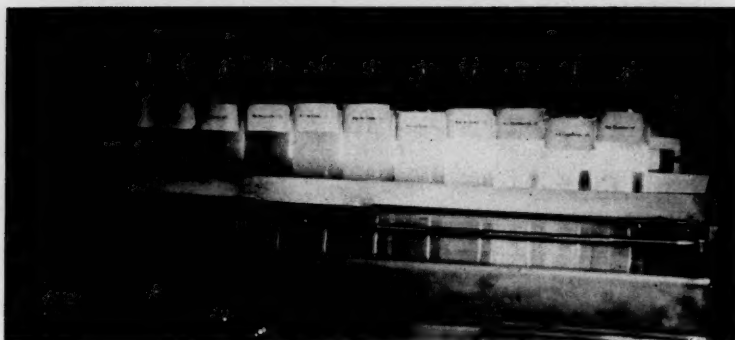
AMERICA'S BUYING GUIDE



FOR OVER 60 YEARS

FOR FURTHER INFORMATION, CALL YOUR LOCAL TELEPHONE BUSINESS OFFICE





Water from successive suds and rinses in 13 milk bottles shows visiting groups gradations of clarity in washing operation. Labeled bottles are placed on rack over one of large washers, are backlighted with fluorescent lamp

Pointers From Pilgrim

Here are some of the *little* things that help this Chicago plant to sell and produce quality laundry

By JOHN J. MARTIN

AFTER ONE SHORT TOUR of Chicago's Pilgrim Laundry, the visitor is thoroughly impressed with the tremendous volume that flows through the plant, the strict adherence to scheduling, and the air of over-all quality and efficiency. If that same guest is fortunate enough to make a re-visit, as we did, a preoccupation with small, time-saving, space-saving details comes to light and reveals some of the reasons for this laundry's efficiency and resulting success.

Everybody heads for the washroom first, and we were no exception. First time through, you might miss the queer looking row of 13 water-filled milk bottles sitting on a rack above one of the big washers. When they turn on the fluorescent back-lighting, the gadget comes into its own.

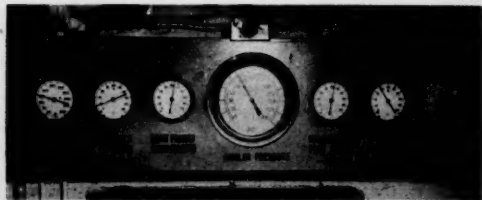
Used in Pilgrim's plant tour program for Chicago clubs and ladies' organizations, the bottles contain samples taken from the washer after each suds and rinse in the washing cycle. Each bottle bears an adhesive tape label explaining the contents. The back-light shows the dirt gradations, darkest at the left and getting lighter as the visitor's eyes move to the right.

The bottles are labeled as follows: 1—first suds, 110 degrees; 2—second suds, 150 degrees; 3—third

suds, 165 degrees; 4—fourth suds, 165 degrees; 5—hot rinse, 165 degrees; 6—sterilizer, 170 degrees; 7—hot rinse, 170 degrees; 8—hot rinse, 170 degrees; 9—hot rinse, 170 degrees; 10—hot rinse 170 degrees; 11—neutralizer, 170 degrees; 12—cold rinse, 110 degrees; 13—blueing, 75 degrees.

When the club ladies finish touring Pilgrim, they know that the commercial power laundry changes its washing water constantly, and that there is a lot more dirt in the average bundle than meets the human eye. No direct solicitation takes place at the Pilgrim plant, the effort being made to sell the housewives on power laundries in general, not Pilgrim in particular. When they do buy, however, chances are they will buy Pilgrim.

Stepping into the furnace room, you see a coal fire, and no fireman. You might see a pipe that carries coal from the nearby bin to the automatic stokers. An electric eye mechanism developed in the plant, which is con-



Red light over gauge control panel reports coal situation to maintenance men. If light stays on, fire is checked. Device, regulated by electric eye, eliminates need for constant watch in boiler room



Electric eye (partially hidden by coal) controls fuel coming into automatic stoker. When level drops below beam from eye, coal is brought through pipe from nearby bin

**Highest
whiteness
retention**

**with
lowest
tensile
strength
loss!**

Wyandotte Arlac is a specially compounded alkali detergent and soap builder that offers you the combination of unusually high whiteness retention with minimum tensile strength loss. Tests show that Arlac removes soil from fabric, holds it in suspension to set new washroom standards with 98-100% whiteness retention — with tensile strength loss averaging between 3 and 6%!

There's more to the Arlac story. Call your Wyandotte Representative or Supplier for a demonstration in your plant.

P.S. Do you have a washroom problem, or a cleaning problem of any sort? Write Wyandotte for free technical help.

WYANDOTTE

ARLAC

—a detergent and soap builder

Contains Sodium CMC, new organic booster

Highest whiteness retention

Increases soap mileage 20-30% more than average builders

Effective at low temperatures

Unusually high soil removal and soil suspension

Can be used alone in the break.

THE WYANDOTTE LINE—builders and detergents: Arlac, O-S, Choctaw, Apache, Pawnee, Yellow Hoop, Riddax, 33, Color Spark, Rintex, Skortex, Clomak; *sours*: Sourflo, Klera-Cid, Sour-Tec; *deodorant*: Steri-Chlor. In fact, specialized products for every cleaning need.

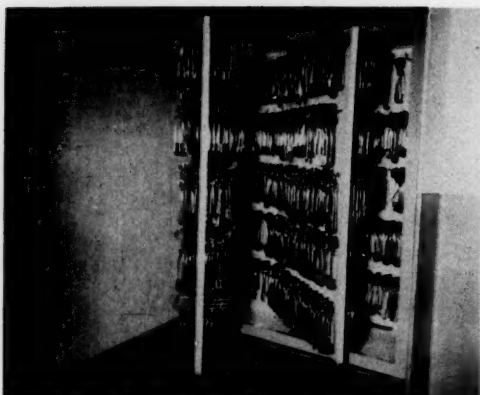
WYANDOTTE CHEMICALS CORPORATION
Wyandotte, Mich. • Service Representatives in 88 Cities



Wyandotte

REG. U. S. PAT. OFF.





Closet for spare pins is built into support for ramp. Pins are under lock and key, stay out of the way and under control

trolled by the level of coal in the hoppers, turns the coal dispensing mechanism on and off. When the coal gets below the level of the eye, fuel automatically pours through the pipe and fills the hoppers, then shuts off.

But how, we asked, does the Pilgrim boiler department know when there is a hole in the bed? What keeps the coal from flowing constantly all day long if something goes wrong with the furnace? Who's watching?

A red light over the pressure panel in the maintenance department's headquarters is the watcher. When coal is being poured into the hoppers, the light comes on. It goes off when the electric eye shuts the machinery down. If the light remains on for any length of time, a check is made on the condition of the fire. One full-

time fire-watcher is "automatically" eliminated.

Spare pins are kept in their own lock and key closet at Pilgrim. They can't be lost, and they are under control at all times. The closet is an inset in the support of a ramp used to slide bundles from the second floor mark-in to sorters on the first floor. The hinged panels have been cleverly constructed so that each one is shorter than the one in front, permitting them to open for inspection in series. Both sides of each panel are covered with pins, and are identified by tape over each holder.

The blanket dryer in use at Pilgrim was made from an old heater, two fans, some electrical conduit, a curtain stretcher and a new exhaust fan at a total cost of about \$40. It handles 18 blankets at a time.

This dryroom was built to give maximum circulation of heated air. To do it, the portable curtain stretcher on which the blankets hang was first doctored with the electrical conduit. Placed over the original 1/4-inch pipe, the wider tubing increased the space between the folds of the blankets.

A closet-like room was built in a corner of the plant, just big enough to hold the ex-stretcher, with the heater on the floor and fans under and next to a small window. The exhaust fan pulls stale air out at the top of the room.

Louvers in the heater spread incoming heat in all directions, the fans circulate it, and the wide spaces between folds permit the air to get in at the entire surface of each blanket. A constant temperature of 120 degrees means complete drying in two hours.

We weren't around to see the end of the day washing or end of the week scrubbing that is given to machinery at Pilgrim, but we did see the every day results. One of the laundry industry's cleanest plants, the planned polishing program is just proof again that Pilgrim believes in success through caring for the details, the little things. ●



Blanket dryroom was made from equipment in plant at cost of \$40. Heater at bottom, fans for circulation and exhaust fan at top keep air moving at 120 degrees, dry blankets in two hours



Portable curtain stretcher was converted into blanket rack. Space between folds increased by placing electrical conduit over narrow original pipes. Dryroom was built to fit equipment and rack

Costs Reduced 41.4%



with
AMERICAN
Mechanized
Flatwork
Ironing

1. Both large and small pieces, mixed, of fully identified flatwork from the washroom are placed on Inclined Conveyor which feeds them to a 48x84" ROTARIX Conditioning Tumbler.

At Quaker City Laundry, Philadelphia, mechanization of the flatwork ironing department nearly doubled per operator production . . . reduced the department's personnel by 5 operators . . . and cut ironing costs 41.4%.

The pictures show the AMERICAN Mechanized Flatwork Ironing equipment which accomplished these remarkable savings.

SEND TODAY for free, illustrated book completely describing **AMERICAN MECHANIZED FLATWORK IRONING** for 1, 2, 3 or 4-ironer laundries. Also, ask your **AMERICAN** Representative to show you the motion pictures of **AMERICAN MECHANIZED FLATWORK IRONING** in five different family laundries.



2. Conditioned work from Tumbler drops onto Discharge Conveyor where it is removed by Operator at right. She tosses small pieces onto Conveyor which deposits them on another Conveyor traveling in front of feeders at 8-Roll SUPER-SYLON Ironer (center). She places large pieces on the Conveyor partly shown at lower right. Operator in foreground picks up large pieces from Conveyor and feeds them to Sager Spreader, which delivers them fully opened up for fast, easy feeding by two operators at 6-Roll SUPER-SYLON Ironer, partly shown at left.



3. For the present, small pieces from 8-Roll SUPER-SYLON Ironer (left) are being hand folded. Large pieces from 6-Roll SUPER-SYLON are automatically quarterfolded lengthwise by TRUMATIC Folder, then crossfolded, stacked and weighed by operator at right.

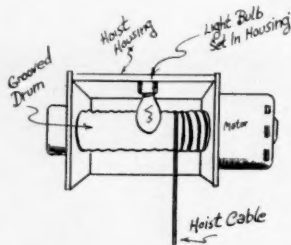
The
AMERICAN
LAUNDRY MACHINERY CO.

CINCINNATI 12, OHIO



Rhapsody in Bellew

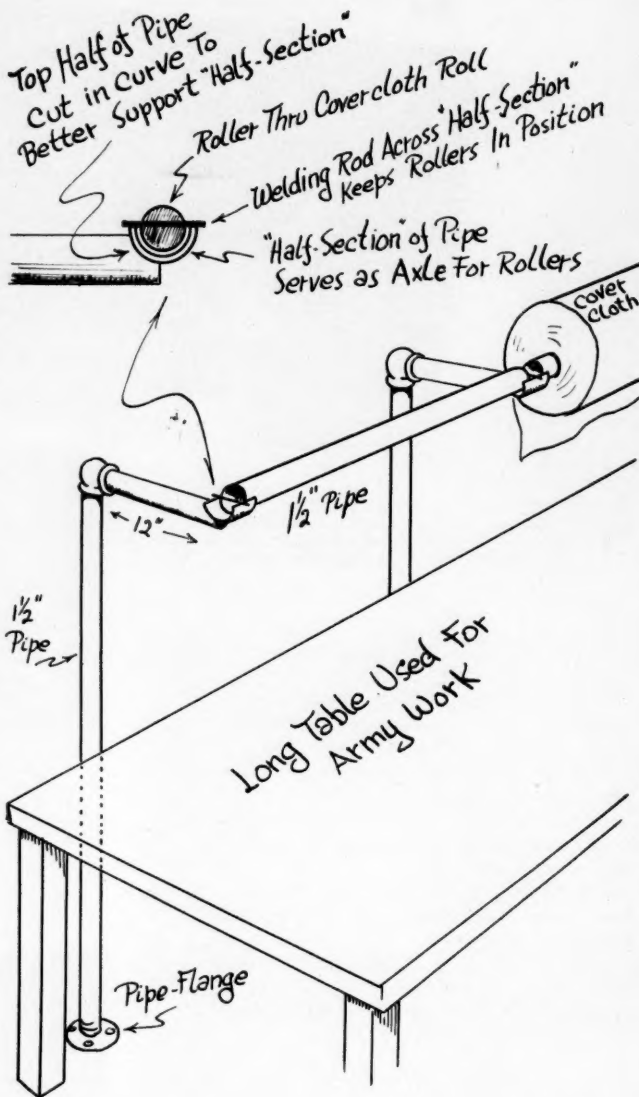
COMES NOW THE hot weather . . . and bum jokes. I can't help it, I've been saving this gag all winter. It's about Mr. and Mrs. Got-rocks who were vacationing at a very swank resort. Nothing was too good for them, and they spent all their time impressing people with their dough. One day Mrs. Got-rocks went in swimming and nearly drowned. Her husband rushed up just as the life guards were trying to bring her to and asked what was going on. When they told him they were giving her artificial respiration, he yelled. "Give her the real thing, I can afford it!"



Light for Hoist

Zounds! Why hasn't someone thought of this before? Or haven't I been wide awake enough to see it before? Bob Dunn's plant in St. Louis sports a monorail hoist that is now rigged up with an electric light on the lower side. Wherever the hoist goes, the area beneath it is bathed in light. Quite a thing if you have an occasional dark spot in your washroom, or to provide a good overhead light when you're performing a maintenance job around the washers. Most important is the fact that the hoist operator can keep a constant check on whether or not the cable is getting out of the grooves in the drum and starting to knot up. This, as you know, is the reason for the short life of some cables, since they won't stand a whole lot of kinking.

Bob says he simply wired into the lower part of the unit and hooked onto the current that supplies the motor, but remember one thing—use a 220 bulb, not a 110, since your hoist uses 220 current.



Cover Cloth Rack

Got more gadgets from some mighty good launderers in St. Louis, Mo. I was intrigued by Roy Wursts' idea for storing his rolls of press padding and cover cloth. Roy

utilizes a long table he uses for handling army work. Inch-and-a-half pipe supports are used to hold the rolls above the back side of this table, so it's easy to unroll them onto the table where they

"On my cleaning route, Truck running costs are only 2 $\frac{1}{10}$ ¢ a mile!"

—says EDWARD J. HARMELING, Dutch Cleaners,
Cedar Grove, Wisconsin



WISCONSIN
Report No. 7260

"My Ford Truck with POWER PILOT is a fuel saver, whether it's a long or short trip," says Harmeling. "We save money every mile of our stop-and-go driving!"

Cleaner Harmeling was one of 5,000 operators who participated in the nationwide Ford Economy Run. He entered his 1950 Ford F-1 Panel, and reports:

"During the 6-month Run, the truck traveled 8,097 miles with stops for a delivery or pickup almost every mile. Yet in spite of this tough route work, it cost only \$168.74 for gas, oil, maintenance and repairs. That's a running cost of 2.08 cents a mile!"

Like others who rely on Ford for low running costs, you can be sure of money-saving service from your local Ford Dealer. For more facts on the trucks that last longer and save you money every mile—mail the attached coupon.



This new F-1 5-STAR EXTRA Panel for '51, at slightly higher cost than the standard F-1 Panel, is the *only* insulated factory-built panel in the low-price field. Low 2-ft. loading height. Fingertip gearshift. Features masonite side lining, thermacoustic headlining on roof panel backed by 1½-in. glass wool pad, locks on all doors, foam rubber seat padding . . . 18 "customized" extras in all. Choice of V-8 or Six engine.

Availability of equipment, accessories and trim as illustrated is dependent on material supply conditions.

POWER PILOT HELPS LAUNDRIES AND CLEANERS HOLD DOWN HAULING COSTS



The Ford Truck Power Pilot is a simpler, fully-proven way of getting the most power from the least gas. It is designed to synchronize firing *twice* as accurately.

You can use regular gas . . . you get no-knock performance. Only Ford in the low-price field gives you Power Pilot Economy.

FORD TRUCKING COSTS LESS

because FORD TRUCKS LAST LONGER!

Using latest registration data on 7,318,000 trucks, life insurance experts prove Ford Trucks last longer!

MAIL THIS COUPON TODAY!
FORD Division of FORD MOTOR COMPANY
3283 Schaefer Rd., Dearborn, Mich.

Send me without charge or obligation, detail specifications on Ford Trucks for 1951.

Full Line ☐ Heavy Duty Models ☐
Light Models ☐ Extra Heavy Duty Models ☐

Name _____
(Please print plainly)

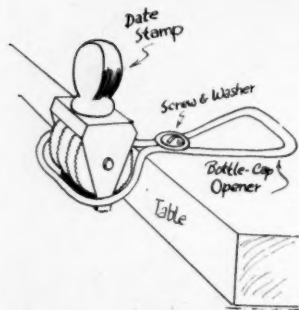
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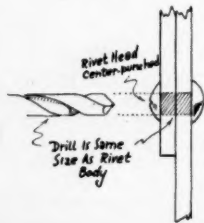
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don't pick up a lot of dirt during the cutting process. Pipes for the legs are set in pipe flanges on the floor, and are bolted to the back of the table to make them rigid. Each leg is topped with an elbow into which is threaded a 12-inch nipple which comes out at right angles from the leg to support the rolls. On the end of each nipple is welded a piece of short two-inch pipe that has been cut in half to form a sort of bearing for the 1½-inch rollers to rest on. To keep the rollers from working off these bearings, a piece of welding rod has been welded across the center of each piece of these split pipe bearings, which are referred to in the drawing as "half-sections."



Date Stamp Holder

Another stunt from St. Louis, is the use of a bottle-cap opener to hold a date-stamp off the office counter. (Should be good for holding other markers of this sort in plants that use the things in the marking room.) This holder was held to the counter top by a washer and screw deal close to the business end of the opener. Thus the stamp was supported beyond the edge of the counter where it couldn't get knocked off or soil garments that might brush against it.

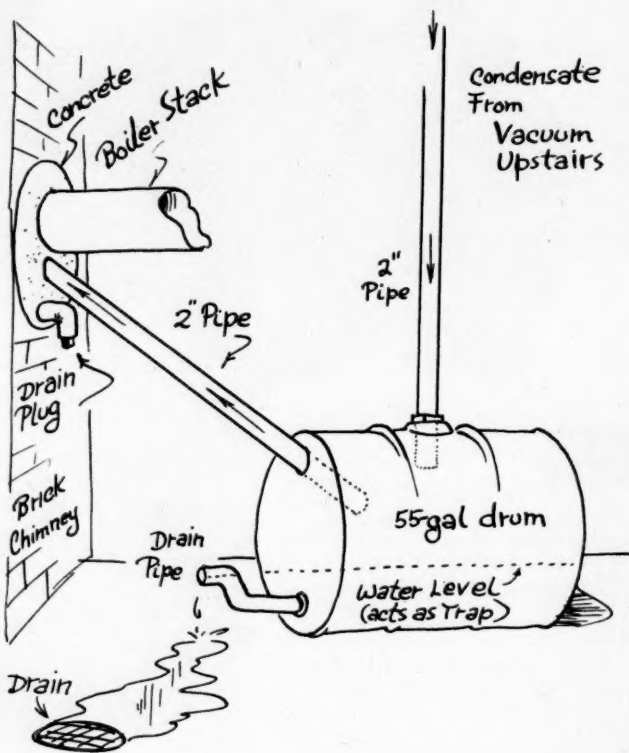


Rivet Remover

This bit of sage advice will be of no importance to the majority of launderers, but it may be an idea

for some that have been using a chisel to remove those occasional rivets. For heaven's sake use an electric drill. I watched a maintenance man recently who made me feel sorry for anyone who does it the hard way. He merely center-punched the rivet-head, and went through it with a drill the same size

as the rivet body. The result was that both rivet heads simply fell off when he finished, the metal wasn't all battered up, and the holes were still in perfect alignment. I learned, also, that the same thing can be done with badly rusted nuts and bolts. (This one I can use around home.)



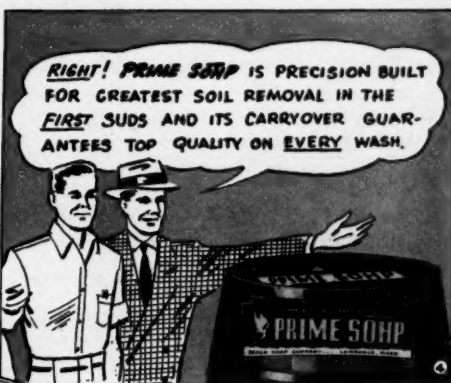
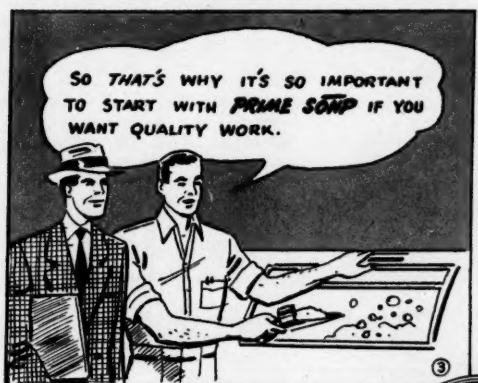
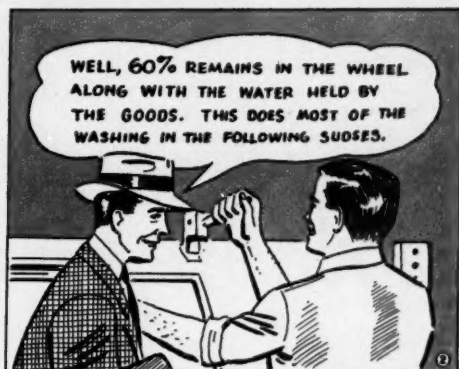
Exhaust Steam Enters Chimney

Wilbert O. Miller, who has a little place next to a hotel in St. Louis, found that in winter the exhaust steam from his cleaning department presses was icing up cars of potential customers in the hotel parking lot at the rear of his plant. To overcome this problem, Wilbert exhausts the steam into a chimney. He uses a length of two-inch pipe to carry the condensate from his electric vacuum to a 55-gallon soap drum in the basement. Another two-inch pipe runs from the drum into the chimney. (By laying the drum on its side he is able to use the original holes in the drum without having to cut new ones.)

A length of bent pipe in the lower hole of the drum keeps about six inches of water in the bottom to act as a trap to keep steam out of the basement. The bend in the pipe allows the water to run into the basement drain when the water level gets above the height of the drain pipe. With the steam exhausting into the base of the stack, there was a possibility of water collecting to a point where it might run back into the drum. This has been cared for by installing a drain pipe at the lower edge of the chimney opening. This drain pipe has been fitted with a plug that is opened periodically to drain off the excess water.

(Continued on page 24)

YOU'VE GOT TO START RIGHT TO END RIGHT!



SUDS IN SIGHT...
WASH IS RIGHT



BEACH SOAP COMPANY

Lawrence, Mass.

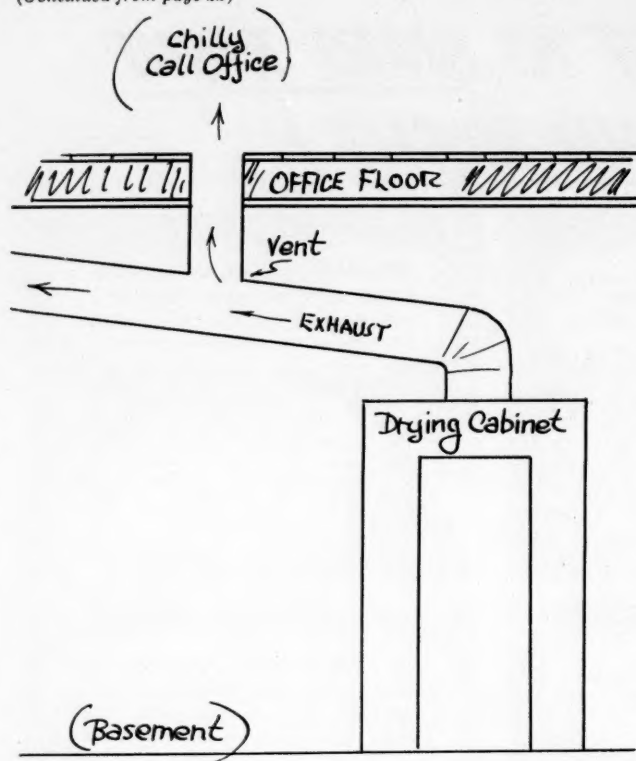
There's No Simpler Way To Top Quality Washing Than **PRIME SOAP** In The First Suds

PRIME SOAP

CUSTOM-BUILT FOR THE FIRST OPERATION

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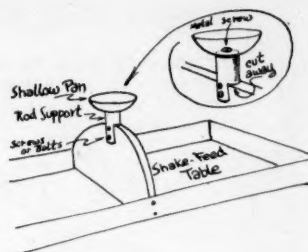
(Continued from page 22)

**Office Warmer**

Had a fellow tell me of a lot of extra pains he took to warm up a chilly corner of his call-office, and

found it wasn't appreciated a darn bit. He cut a vent in the exhaust stack of the drying cabinet in the basement, and ran a pipe up through

the floor of the call-office in order to provide sufficient heat for comfort. In spite of all the bother and expense of making the installation, the gals soon made him shut it off . . . they didn't like the odor of the cleaning solvent. (Mystery of the whole thing is, the cabinet is only used for garments that have been wetcleaned.)

**Pin Holder**

On the shake-feed table it's sometimes nice to have a place to put the pins from bundles. Here is a case of the owner mounting a metal dish on top of a short section of pipe which was fastened to the separation board on the table. A screw held the metal dish to the mount, so the mount must have been a piece of solid bar stock. The mount had half of one side cut away so it could be fastened securely to the separation board with a couple of screws. (Might have been a piece of pipe, which would have been easier to notch out, with a wooden plug in the top for the screw to go into.)

LAUNDRY BUSINESS TRENDS

New York

June 23—2.8% less than last year
 June 30—0.3% less than last year
 July 7—2.6% more than last year
 July 14—7.2% less than last year
 July 21—1.2% less than last year

M. R. Weiser & Co., New York

New Jersey

June 23—0.6% more than last year
 June 30—4.4% more than last year
 July 7—4.5% more than last year
 July 14—1.9% less than last year
 July 21—1.7% more than last year

M. R. Weiser & Co., New York

New England

June 23—1.1% less than last year
 June 30—6.0% more than last year
 July 7—4.4% more than last year
 July 14—1.0% less than last year
 July 21—6.8% more than last year

Carruthers & Co., Boston



To meet the demand of laundries and dry-cleaning establishments in all parts of the country, the famous Jomac Scorch-Resisting Fabric is now being made 54" wide. Now you can cut your entire requirements from one 54" piece with practically no loss.

The new 54" fabric can be cut to fit any buck size without piecing or stitching. It makes possible quicker, easier, more economical covering. It gives you the same long-lasting, money-saving service that has made this fabric famous from coast to coast.

Jomac Scorch-Resisting Fabric outwears flannel more than 3 to 1 on the average. Better than 3 to 1 on many presses. It's highly absorbent. It resists scorching. It's resilient and resists pressing down. It's uniformly porous, works well on dry-cleaning presses, and gives better vacuum effect.

Order a roll of the new "Jomac 54" Scorch-Resisting Fabric today and check the extra days or weeks of service that you get. *If Jomac does not outwear flannel, your jobber will credit you for the full roll.*

C. WALKER JONES COMPANY, PHILADELPHIA 38, PA.

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STEP 1. Shake-out girls load gravity carrier. When feed pole is loaded they will give pole a start toward the other end. Upper frames are sloped to bring back empty poles from ironer

Flatwork Slides To Ironer

New shake feed device eliminates employee lifting of loaded poles

By JOHN J. MARTIN

A CONTINUOUS RAIL THAT SLOPES from a height of 43 inches from the floor at the shake table to 37 inches at the pole brackets at the feed end of the flatwork ironer is a variation on standard feed pole racks now in use at the Toledo Laundry Company, Toledo, Ohio, Division of Fame Laundries, Inc. Designed and installed by manager H. A. Quinn and chief engineer S. T. French, the device has converted a feed pole holder into an effort saving gravity carrier.

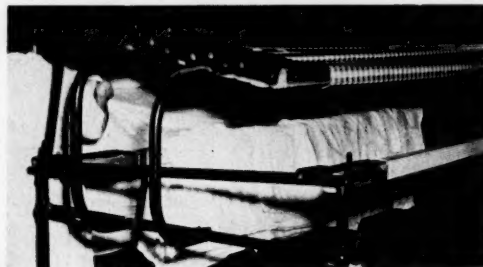
At first glance, the Toledo feed pole carrier looks like any regular rack. Closer inspection reveals three physical differences: (1) the slope of the metal pipe frames from shake table to flatwork ironer, (2) hinged bars that drop across the space between frames and ironer, (3) an upper set of frames that slope back to the shake table for returning empty poles. The carrier consists of two side frames, each bolted to the floor, and separated by the width of the ironer.

After loading a feed pole, the shake-out girls give it a start toward the ironer. It will slide down the incline, and come to rest against bolt-stops set in holes in the hollow pipe frames.

To get the poles from this point to the ironer, feeders step out from the ironer and drop the hinged bars in front of them. They pull out the stops and slide the pole over the bars and into the ironer pole supports. After replacing the stops and flipping the light bars back to a vertical position, they are ready to step back in front of the ironer and feed.

When the feeders have emptied a pole, they again step outside the working space. Together they pick up the empty pole and drop it on the upper carrier frames, about at eye level. Sloped in the opposite direction, these rails take the poles back to the shake table.

Frame edges are set 24 inches back of the ironer to give the feeders working space. The hinged drop bars are also 24 inches long to fit across this distance. The ends of the frames are 40 inches from the floor, making the incline drop from 43 inches at one end to 40 inches at the other, and then another three inches



STEP 2. Here loaded pole has been moved down incline to end of frames. Bolt-stops hold poles from knocking down hinged drop bars. Next pole to be loaded by shakers has been dropped down from upper rails

✓ **Why SOLVAY**
TRADE MARK REG. U. S. PAT. OFF.

GREEN LABEL COMPOUND

Is the *OUTSTANDING* Medium pH
 Laundry Builder

An exclusive blend of efficient materials plus a special wetting agent, GREEN LABEL COMPOUND is designed to meet the exacting requirements of the modern laundry. This new and different laundry builder activates soap and is free from harsh caustic alkalies. Here—for the first time—is a medium pH product that provides better than high pH performance on hotel linens, towels and family wash. GREEN LABEL COMPOUND actually promotes longer life of laundered fabrics.

When you add GREEN LABEL COMPOUND to your laundry formula, you get . . .

✓ **Better Wetting and Penetration**

The modern ingredients in Solvay GREEN LABEL COMPOUND speed wetting and penetration. Its dispersing and colloidal action results in thorough soil removal in less time!

✓ **Improved Water Conditioning**

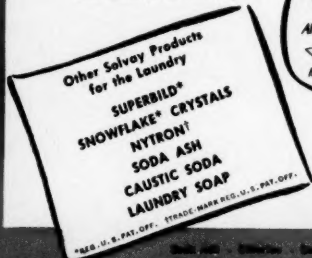
The insoluble soap curd formations, responsible for gray off-colored wash, are either completely eliminated or greatly minimized by the use of Solvay GREEN LABEL COMPOUND. In addition, it helps prevent the formation of unsightly lime soaps on the wash wheel. These features are of particular importance to laundries in hard water areas.

✓ **Longer Fabric Life**

Solvay GREEN LABEL COMPOUND, being free from all harsh caustic-type alkalies, causes no linting. It is safer for fabrics as well as for laundry personnel. Lower tensile-strength losses mean longer life for linens and clothing.

✓ **A Whiter, Brighter Wash**

The improved wetting and penetration . . . and the quicker, more thorough rinsing, combine with GREEN LABEL COMPOUND's water conditioning ability to produce white, sparkling work—free from soap specks and streaks.



SOLVAY SALES DIVISION

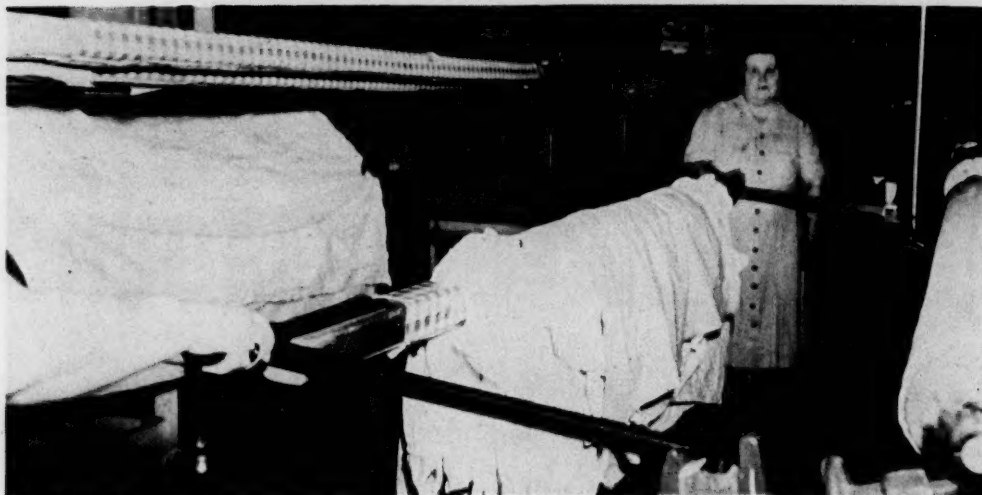
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 Sodium Chloride • Nitric Acid • Ammonium Chloride • Potassium Chloride • Potassium Dichromate • Potassium Dichromate
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STEP 3. Here bars have been dropped after feeders step out from ironer. Sliding poles will drop into supports at lower right

when the bars are dropped to the 37-inch high pole brackets on the ironer. Side frames are 50 inches long.

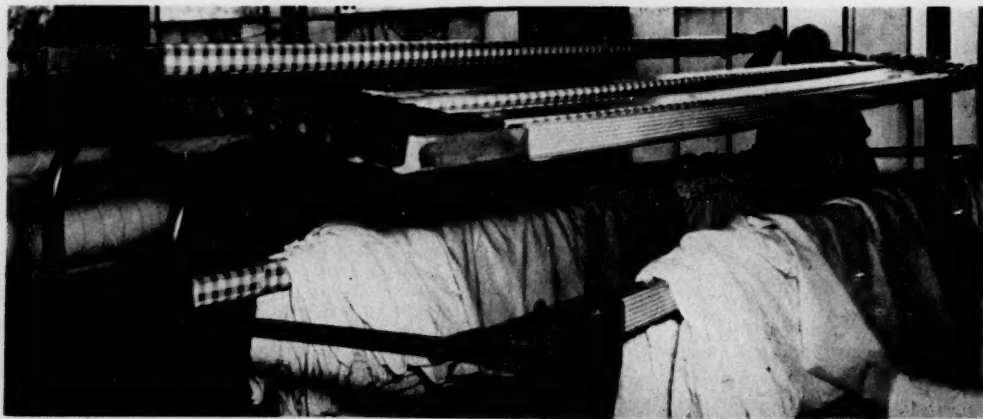
Made entirely of scrap piping, the pole carrier was inexpensively installed for both of Toledo's two flatwork ironers. The pole handles that slide on the frames are 13 inches long, six inches protruding over the end, and seven inches attached to the wood for support.

Adding few seconds to the speed of feeding the ironer, the main function of the gravity carrier is to save lifting effort for the feeders. The girls do lift empty poles, but this weight is insignificant compared to that of poles loaded with flatwork.

Usually, eight or ten poles are used in the shake feed operation. With this many poles and the non-lift feature, two advantages appear: (1) shake-out girls can load more flatwork on any one pole without straining the feeders, (2) by speeding up, a backlog of loaded poles can be left for the feeders while shakers can be taken off to help out in another operation. ●



STEP 4. Pole now rests on brackets. Bars have been lifted back up so that operators can step in and feed ironer. Another loaded pole, held by ball-stops, waits behind them.



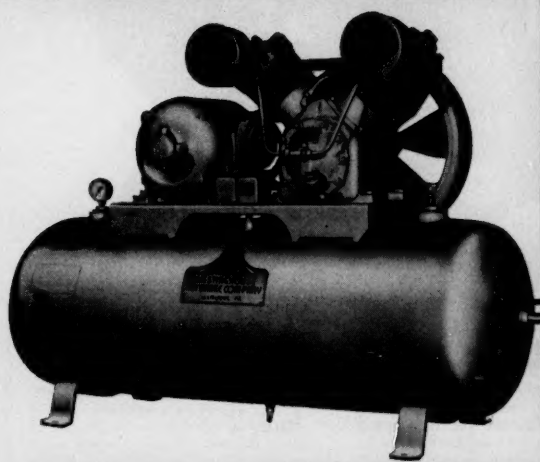
STEP 5. Feeders are lifting empty pole to frames where it will slide back to shake table. In same motion they have dropped hinged bars to prepare for bringing next loaded feed pole to ironer.

DOUBLE

NOTHING

Westinghouse

"Y"



Here's a husky, two fisted compressor with two working cylinders to give you double the air at every stroke and safeguard the all-important dependability of supply. An exclusive Westinghouse protective device prevents loading if the oil level is too low. This forewarning calls immediate attention to the oversight, which can be corrected before damage results.

Other modern features include automatic pressure control, pressure lubrication, multiple "V" belt drive—plus the important protective features listed at right. Displacements from 9.68 to 75 cfm; hp from 1½ to 10. Gas engine drives available.

Dependability and durability are extra important today. Be safe and sure—get a Westinghouse "Y".

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Low Oil Level Protection—No Oil—No Air, bans wear and repair.

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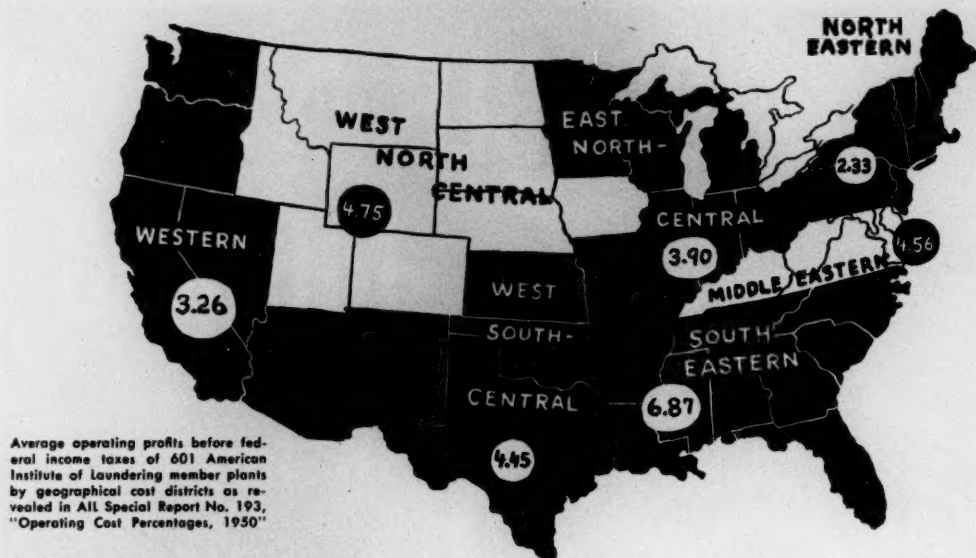


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1950 Operating Cost Percentages

A. I. L.'s report from 601 laundries indicates 4.08% average profit before taxes

The average operating profit before federal taxes on income of 601 member plants of the American Institute of Laundering in 1950 was 4.08 percent. This significant fact is revealed in AIL's 27th annual operating cost percentages report (Special Report No. 193) recently made available to member laundries.

Highest average operating profit before federal taxes was set by those plants doing over \$20,000 weekly sales volume and was 7.49 percent. Plants selling less than \$2,000 laundry service a week averaged 2.31 percent. Between these two extremes lie nine different classifications of plants based on weekly sales volume. Second highest operating profit average of 5.88 percent was set by the group of plants doing between \$12,500 and \$15,000 weekly sales while the group doing between \$4,000 and \$5,000 weekly sales marked up an average of 4.96 percent for the third highest operating profit figure.

Of the 601 plants included in the tabulations, 545 operate drycleaning departments. In such cases the above weekly sales figures include drycleaning as well as laundry sales.

Compared on a geographical basis, the southeastern cost district showed a high average operating profit before federal taxes of 6.87 percent. Eighty-four plants reported from this district. Of these, 94 percent were profitable plants while six percent showed no profit for the year. This district includes the states of North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Tennessee, Arkansas and Louisiana (see map).

The west north-central group of states showed the second highest average operating profit figure of 4.75 percent. Thirty-six plants reported from this district.

Ninety-seven percent were profitable while three percent were unprofitable. Third highest average was set by the middle eastern states. With 61 plants reporting, the average was 4.56 percent. Eighty-five percent of these plants were profitable while 15 percent were not profitable.

Lowest average operating profit area was the north-eastern cost district with 2.33 percent. Of the 192 plants reporting from this district 72 percent were profitable and 28 percent showed no profit for the year.

Of all the plants reporting 84 percent were profitable and 16 percent made no profit in 1950. When the unprofitable plants are deducted from the total number, the average operating profit for the group jumps from 4.08 percent to 5.55 percent. Of the profitable plants alone, the top 20 percent which showed the highest profits for the year are classified as "more profitable." These 120 more profitable plants showed an average operating profit of 11.61 percent. On a national basis, the percentage of unprofitable plants levelled off, with no change in 1950 over 1949.

At least one report was received from every state with a high of 54 from Massachusetts. In addition to statistics by cost districts the figures are, in many instances, broken down by states. Of the states thus shown, Nebraska with an average operating profit of 9.15 percent and West Virginia with 0.83 percent are high and low states respectively. In some cases the state figures are further broken down by cities and it is here, of course, that individual laundryowners can make the most direct local comparisons.

Detailed cost figures are shown according to 48 uni-

**Rugged... tough
and thrifty, too!**

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ADVANCE-DESIGN TRUCKS



For trucks that are *right* on the job—*always* on the job—see these new Chevrolet trucks. They're able to carry the loads you handle, and able to *keep on* carrying them through tough job after tough job. They're economical and easy to handle, too... loaded with new features that pay off for you on *every* job. Features like the new self-energizing brakes for more *stopping* power. And like Chevrolet's Dual-Shoe parking brake... engineered for greater *holding* power. Here are trucks that offer important new comfort features. Ventipanes for controlled ventilation, and new cab seats for more riding comfort. In every way, these Chevrolet trucks are right for your job. See them at your Chevrolet dealer's now.

CHEVROLET DIVISION OF GENERAL MOTORS
DETROIT 2, MICHIGAN



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TWO GREAT VALVE-IN-HEAD ENGINES—the 105-h.p. Loadmaster or the 92-h.p. Thriftmaster—to give you greater power per gallon, lower cost per load • **POWER-JET CARBURETOR** — for smooth, quick acceleration response • **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement • **SYNCHROMESH TRANSMISSIONS**—for fast, smooth

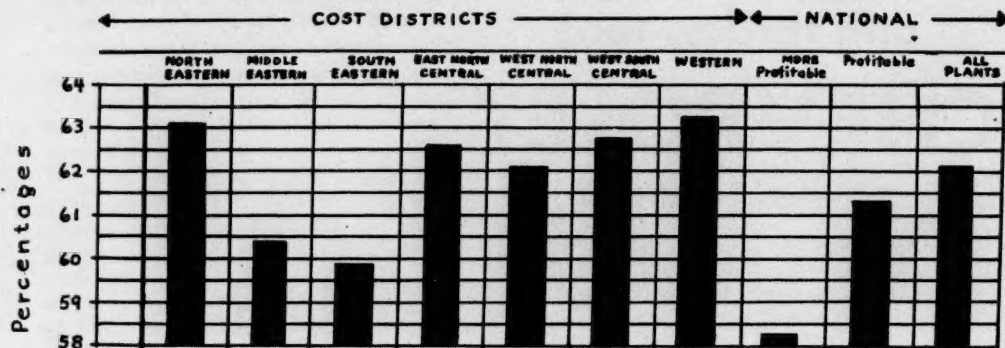
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models • **NEW CAB SEATS**—for complete riding comfort • **NEW VENTIPANES**—for improved cab ventilation • **WIDE-BASE WHEELS**—for increased tire mileage • **BALL-TYPE STEERING**—for easier handling • **UNIT-DESIGN BODIES**—for greater load protection • **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.

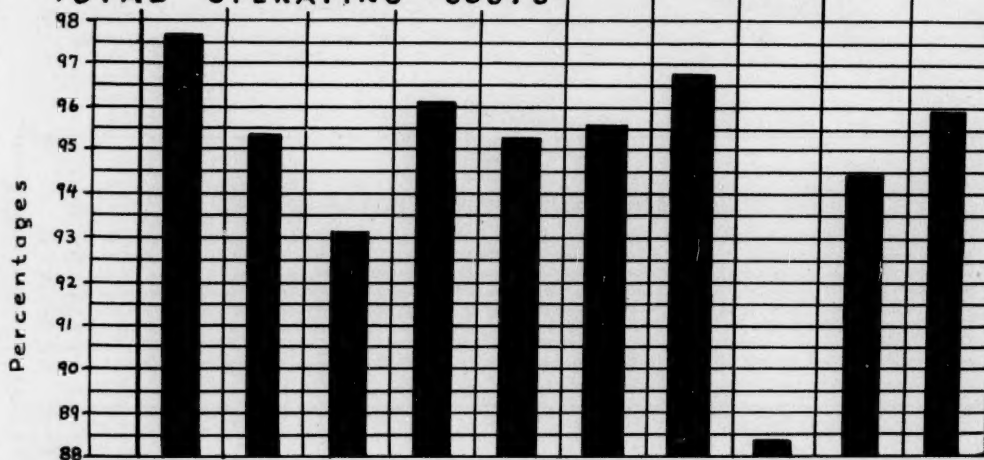


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TOTAL LAUNDERING COSTS



TOTAL OPERATING COSTS



In the charts above total laundering costs include productive labor, productive supplies, direct power, building overhead, machinery overhead and indirect overhead. Total operating costs include total laundering costs plus collection and delivery, sales promotion, office and administrative costs. Operating profit before taxes by weekly sales volume may be computed by deducting total operating cost percentages from 100% in each case.

form account numbers in keeping with the recently established uniform accounting system for the textile maintenance industries. These are tabulated under the three broad subjects of laundering costs; collection, delivery and sales promotion costs; and office and administrative costs. Laundering costs include the seven totals for productive labor, laundering supplies, drycleaning supplies, direct power, building overhead, ma-

chinery overhead and indirect overhead. Collection, delivery and sales promotion costs include direct collection and delivery costs in one total while direct sales promotion costs are in a separate total. Office and administrative costs include two separate totals in a similar way.

The complete itemized tabulations are shown as national averages for all plants and, also, for profitable plants alone. In each case, the averages are shown by weekly sales volume classification. The same tabulations are carried out for each of the cost districts with district totals for laundering-drycleaning, more profitable, profitable and all plants. The last two columns on each page are under the heading "your plant." These columns are blank. One is for the year 1950. The other is for the months elapsed thus far in 1951. If a laundry-owner writes the pertinent figures for his plant in these two columns he will have an itemized comparison of his performance, account by account, with the national averages and with plants of comparable sales volume in his cost district and, in many cases, his state and city. A comparative summary of averages by cost districts

Comparative Tabulation by Cost Districts

District	% Profitable		% Not Profitable		No. Plants Reporting	
	1950	1949	1950	1949	1950	1949
Northeastern	72	77	28	23	192	203
Middle Eastern	85	91	15	9	61	57
Southeastern	94	94	6	6	84	90
East North-Central	85	78	15	22	124	152
West North-Central	97	96	3	4	36	51
West South-Central	90	97	10	3	63	66
Western	90	78	10	22	41	58
All Plants	84	84	16	16	601	677

WATER CAN SPLIT SOAP

The soap molecule is sometimes split by hydrolysis—a reaction between soap and water in which hydrogen from water tends to replace the sodium in soap—converting soap to fatty acid.

Fatty acid, however, reacts readily with alkali to form soap again, if the pH of the solution is high enough. Neutral soap solutions maintain a pH of about 10, so if soap-building is to be effective in preventing and reversing hydrolysis, it must maintain a washwheel pH of 10 or higher *until the soap is completely rinsed out.*

GOOD BUILDING — NO SPLITTING

Dependable soap-building requires a steady release of alkalinity—without provoking an extra rinsing problem. This property of good alkaline soap builders is known as *buffer capacity.*

Very strong alkalis are not likely to have much buffer capacity—even though they can develop a high pH in the break. Their tendency is to exhaust themselves early in the formula, unless they are used to excess.

We can usually find a great deal of buffer capacity in very low pH alkalis, but unfortunately the soil-loosening power isn't there.

GOOD BUILDERS ARE BUFFERED

A good alkaline builder must provide plenty of power for efficient soil removal *plus* a maximum of buffer capacity to protect soap. Obviously, just any alkali won't do.

That's one of the reasons why ESCOLITE is so efficient as a soap builder. ESCOLITE provides a reservoir of buffer capacity for good, dependable soap building, and the "*plus*" in ESCOLITE is its intense colloidal activity which enables it to loosen and suspend soil.

ESCOLITE — BUFFERED AND COLLOIDAL

A straight ESCOLITE break is popular—particularly on shirts—because ESCOLITE cleans colloiddally—as soap does—to loosen and remove soil that might otherwise break soap down. A good soap builder—yes, and ESCOLITE is also a soap-saver.

Your Cowles Technical Man can help you set up ESCOLITE formulas that will protect your soap and make it go farther for you. Call him today through your Cowles Dealer or write us.

*"Soap" was discussed recently in
Cowles Laundry Tips. Write for
your copy if you missed it.*

COWLES CHEMICAL COMPANY

7016 Euclid Avenue • Cleveland 3, Ohio

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for Laundry Equipment
is STAINLESS STEEL

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METAL
in the
LAUNDRY
INDUSTRY"

24 fact-filled pages of information and pictures for you on the advantages of stainless steel in laundry equipment—free on request.

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ADDRESS DEPT. L-20

Stainless steel, in modern laundry equipment like the washers and extractor basket illustrated above, not only does everything you're looking for, but does it *best!* No other metal gives you as much of the qualities that matter: hard-surfaced ruggedness that can take a daily beating and still retain lifetime beauty of appearance . . . resistance to corrosion by any solutions or cleaners you use . . . ability to retain heat and maintain washing temperatures . . . great strength, long life and constant ease of cleaning.

Yes, by any yardstick you care to use, stainless steel is far and away the ideal metal for laundry equipment—and it has 20 years of superior performance in washrooms coast-to-coast to prove it. • The next equipment purchase you make, look for and insist on Allegheny Metal, the time-tested stainless steel.

**ALLEGHENY
METAL**
STEEL CORPORATION
Pittsburgh, Pa.

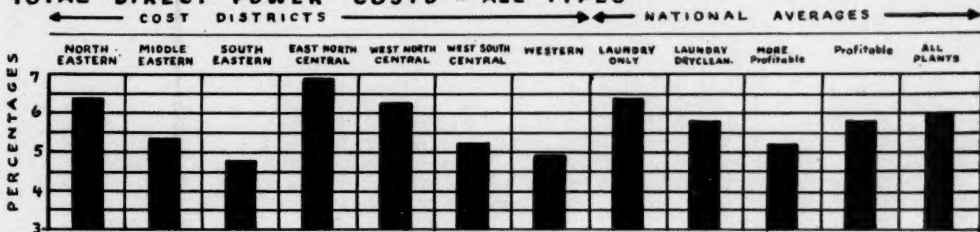
*Nation's Leading Producer
of Stainless Steels
in All Forms*



W&D 3266

ALLEGHENY METAL is stocked by all
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TOTAL DIRECT POWER COSTS - ALL TYPES



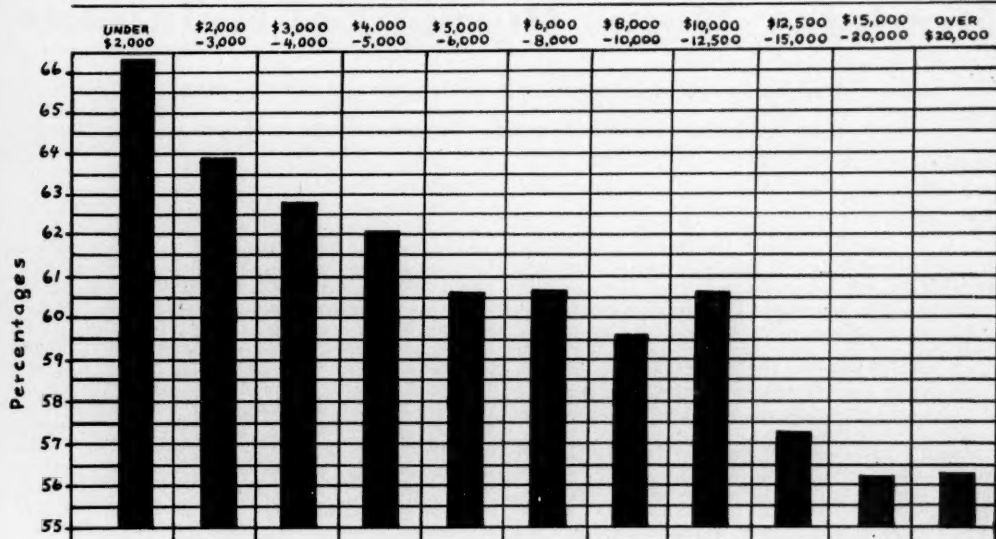
In the chart above total direct power costs include power plant wages, fuel (all types), repairs and maintenance, depreciation, insurance and cost of purchased power and light. In the report similar information is available by type of fuel—coal, oil and gas

concludes the operating cost percentage tabulations.

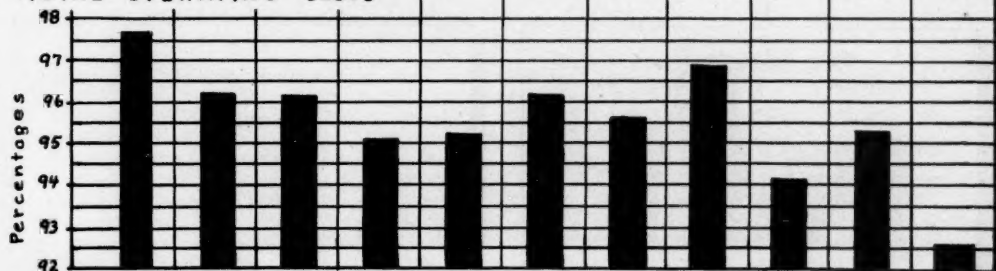
A special tabulation on power costs by type of fuel is to be found at the end of the report. Here total direct power costs for all cost districts, plus the national averages, by type of fuel—coal, oil and gas—are tabulated. An individual tabulation of power costs regardless of type of fuel is also included. Separate account numbers

for power plant wages, fuel, repairs and maintenance, depreciation, insurance, and purchased power and light are included in this special section of the report.

The special report was prepared by James V. Scattergood, manager of AIL's department of accounting and statistics and was edited by Edward S. Spanke, manager of AIL's publicity and editorial department. ●

TOTAL LAUNDERING COSTS
Weekly Volume

TOTAL OPERATING COSTS



In the charts above total laundering costs include productive labor, productive supplies, direct power, building overhead, machinery overhead and direct overhead. Total operating costs include total laundering costs plus collections and delivery, sales promotion, office and administrative costs. Operating profit before taxes by cost district may be computed by deducting operating cost percentages from 100% in each case



Sunshine Laundry's 25th anniversary was celebrated with employees at two banquet dances. Management chose this method over an advertising and promotion campaign

Birthday Helps Personnel Relations

Parties to celebrate laundry's 25th year are part of plan that includes birthday cards, house organ, cafeteria

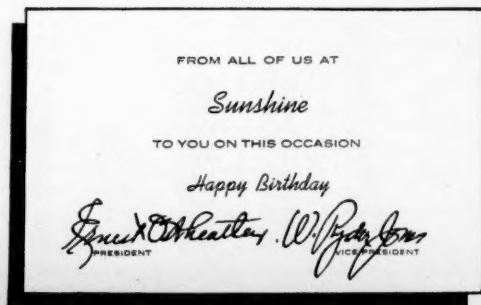
By JOHN J. MARTIN

MANY LAUNDRIES MAKE GOOD USE OF AN ANNIVERSARY to do a special job of promotion and advertising. The management of Sunshine Laundry in Salisbury, Maryland, thought about it, but finally decided to invest in their own family of employees on the occasion of Sunshine's 25th year in the industry last January. It's easy to understand why when the story of this plant's consistent and successful employee relations program is told.

Sunshine made a simple choice between the external benefits of advertising the laundry's long history of quality and service, and the advantages of increasing efficiency and interest among its employees with a completely internal anniversary program. As it turned out, they were rewarded with both.

Banquets were held for all employees, and Sunshine footed bills totaling \$1,500. Awards were made to all employees connected with the organization for ten years or longer. President Ernest O. Wheatley's friend and competitor, Walter McCord, of McCord's Laundry in nearby Easton came over to help celebrate, and George Klinefelter came down from Baltimore to represent the AIL. But the main thing was that every Sunshine employee took his or her place in that party, and was made to feel that 25 years in the laundry business for Sunshine was his or her celebration too. According to Vice-President W. Ryder Jones, the money spent with the Sunshine family paid dividends that no amount of advertising could possibly produce.

Such an event, however, was a newsworthy item for



A special anniversary souvenir card (left) was given to each employee. Plant sends signed card (right) whenever employee birthday comes up

**YOUR FIRST SUDS GETS A
BETTER "BREAK" WITH
BREX!**



Fits any Formula

Brex is adaptable to any washing formula. Use it for the "break" on white work, shirts, colors, linen supply.

100% soluble, made of all active material, Brex gives you the same efficient detergent action whether you use the convenient "dry-to-the-wheel" method or in solution.

For an efficient break operation—and economy—you need more than alkali alone. You need the right amount of good soap stock to emulsify and remove the maximum amount of soil.

Brex—a complete first suds detergent—contains just the right amount of soap needed. The high titer soap stock in Brex is the finest obtainable. Because Brex removes so much soil in the break operation, subsequent suds baths are better able to remove ground-in soil. Brex cuts soap consumption—saves you money.

Try Brex. It's made to order for today's quality-conscious laundries.

BREX

Brex is a product of the makers of Amber, Ozenite, Cold Water Ozenite and Ivory.

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Vol. 1

Sunshine
SHIRT TALES

A MEMOIR

Kind hearts are the garden
Kind thoughts are the roots
Kind deeds are the blossoms
Kind words are the fruits...

Seen from our
Salisbury Plant

We see that Le is looking for clothes that more effective than bolts
when putting tags on his car.

We now have Barbara Lee Jones with us. She is working in the Storage Dept.
You know Barbara will graduate from Woomer High School this week.

Archie Justice is the proud father of a baby girl. Her parents have
selected the name Jane Tag.

No. 3
Feb-1

Highly personalized monthly house publication enjoys high readership among employees. It's also sent to employees away in the armed forces

local papers, and Sunshine got quite a bit of publicity. Pictures and writeups let almost everyone served by Sunshine plants in Salisbury, Crisfield and Berlin know that the plant was 25 years old, and just why it had been in business that long. The banquet-parties held by Sunshine were not just a shot in the dark, for this plant has long been conscious of its responsibility to the working force. A few "fr instances" should suffice to give some idea of the long range program at Sunshine.

Birthdays are special occasions for everyone, including the management of this laundry. On the birthdate of every employee, special cards are mailed out bringing greetings "From ALL of Us At Sunshine." On the anniversary of the plant, however, the procedure was switched. The plant sent birthday greetings from itself to all employees, enclosing a silver dollar as a remembrance of the occasion. Such thoughtfulness all year long, and again on a special occasion, are planned parts of Sunshine's "family feeling" program.

Sunshine employees know other Sunshine employees personally, and through a little house organ called Sunshine Shirt Tales. A monthly that will never rival Life for circulation, its readership is a good deal more intense in its limited audience. Personalized to the highest degree, Shirt Tales gives the latest word on who's getting married, who's having how many children, who's graduating from where, and who's got a new car—just three pages of personal news, plus a few jokes and fewer messages that help to weld 169 employees together. It's even sent to employees who have been called to the armed forces.

Employee Cafeteria

Newest part of the program is the complete cafeteria built just off the laundry. A 12 by 30-foot room with two picnic type eating benches, the cafeteria offers hot and cold meals at prices designed to make the restaurant break even—no more, no less. The kitchen, separated from the tables by a counter, is 10 feet by 12 feet, and is operated by a full-time manager. Her job is to turn out good food while keeping the prices in line.

How is she doing? Not bad, what with ham sandwiches going for 12 cents, hamburgers for 18, hot or iced tea or coffee for a nickel, and a ham platter (meat and two vegetables) for 35 cents. Still, we heard Ryder Jones arguing that a new item on the menu was priced too high. Maybe he was looking out for himself, because executives eat in the cafeteria too!

The room is too small to handle the entire plant at once, so a time schedule was worked out to stagger the lunch hours. Office personnel lunch from 11 to 11:30, the

SUNSHINE SETS 25th ANNIV'RY LAUNDRY PLANT

Occasion to be Marked Friday
Night With Dinner-Dance in
Wicomco Hotel; Service Pins

Starting in 1926 on a comparatively small scale the Sunshine Laundry this week is observing its twenty-five years of business in

In addition to its large plant in Salisbury, plants have located at Crisfield and Berlin. The company has 21 trucks operating on 15 different routes, covering 83 Eastern Shore communities.

It has a total of 140 employees, whose annual payroll amounts to \$300,000. During its 25 years the company has paid out a total of two and one-half millions of dollars.

Its present officers are Ernest O. Wheatley, president and treasurer; Ryder Jones, vice-president and

Local papers picked up articles as newsworthy items, giving Sunshine an extra dividend in publicity



Complete cafeteria built off laundry offers hot and cold meals at prices designed to make it just break even. Lunch times are staggered so that all may use it. That's President Ernest Wheatley at left in conversation with some of the Sunshine workers



Full-time manager is employed to keep cafeteria operating, and at the right prices. Kitchen is 10 feet by 12; restaurant with picnic benches is 12 by 30

drycleaning department from 11:40 to 12:10, and the laundry people from 12:15 to 12:45. The cafeteria is also open for light snacks during the morning and afternoon rest periods.

The emphasis on internal employee relations comes from a definite Sunshine management policy. They feel that there is a fallacy in pinching the productive workers inside the plant in order to pay bonus money to sales help. Sunshine tries to reward both, and it has paid off. Production jumps with every effort, and management spends less time pleading and counselling . . . as well as much less time searching for new employees. ●

Smooth as a Mill Pond

... flatwork done with **KARAGAMI WAX**

Picture the surface of a peaceful mill pond on a day without a whisper of a breeze.

That's how smooth your sheets and other flatwork will appear when you start using Karagami Powdered Wax! Your customers will applaud the difference from the start.

With powdered Karagami, flatwork won't wrinkle, gather, or pick up. It slides through the press easily, comes out flawless and ready for folding.

You'll need fewer reruns . . . and you'll find that tapes and covers are practically never scorched. Karagami Wax is easy to use, and economical, in the handy sifter can. There's no mess or spillage as in the case of oily substitutes that cost more.

If you make your own starch solutions, you'll find Karagami Wax in either cake or powdered form ideal! Easy and quick to prepare. Excellent results!

Don't wait any longer to try Karagami. Ask your jobber now or write direct for a sample sifter can.



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CRESYLIC ACID • JAPAN AND CARNAUBA WAX REPLACEMENTS
CANDELLA WAX • REFINED TALL OIL

number is the actual dollars and cents cost of gasoline consumed by the truck during the accounting period. But you will notice further to the right that other columns of the analysis show the gallons of gasoline used, the miles per gallon and the number of days each truck was used. When such details are available you can detect any unusual variation on a truck's operating cost, usage and performance.

Check Against Previous Periods

Corrective steps can be taken by finding the causes through analysis and comparison between trucks and, also, against the cost and usage of previous periods. Similarly, oil, tire, sundry, parts and garage labor cost variations point the way to quick corrections of operating wastes. Chassis parts should be kept separate from chassis labor cost. Parts costs are very important in gauging a truck's structural efficiency, usage by the driver and the effectiveness of repairs. Body repairs are kept separate from body painting costs. Obviously, body repairs relate to the driver's skill and to the mechanic's care of the vehicle, whereas painting is usually a matter of routine upkeep for good advertising value as well as protection against corrosion. Naturally, license fees, insurance and depreciation should be prorated on a monthly accounting period basis. Garage costs or rental are important if analyzed correctly. Trucks garaged in different localities have different garaging costs. Also, a short wheelbase vehicle may take up less floor space, but that figure must be considered in terms of cubic feet of load space of the truck per square feet of floor space.

In the illustration all trucks in the two groups of costs are of the same make and model. All have the same type of oversize bodies, either stock or special, except that some of the stock bodies were altered and some were lengthened. All chassis are of the same rating in gross vehicle weight allowances. Slight variations exist in racks due to variations in materials available. Fuel column is based on dollars-and-cents costs (including any road purchases). Oil cost is based on actual oil added or changed during period. Sundries are for miscellaneous items such as soap, rags, grease, etc.

The 26 similar trucks were selected from a large fleet operating from several different garages in widely separated areas and, in some cases, in an adjoining state, accounting for differences in garaging costs, license, insurance, etc. Sundries cost more for trucks 7 to 13 because a supply of brushes and soap had to be purchased in this period for these units by the garage from which they operated. Tires are figured on mileage covered in the period, based upon experience records kept for each tire, and vary where larger tires are used on some of the trucks. Battery replacements and repair costs would be included had there been any. Chassis parts costs are for the actual parts used and for the repair of springs, etc., made in outside shops.

In the post-war group, the cost of \$1.27 for chassis parts represents the same parts purchased for the whole group and prorated accordingly. Chassis labor charges (even where no parts costs are shown) are due to normal servicing. The higher labor cost for the post-war group was due to the necessity of considerable shifting of trucks in the busy garage they operate from. Body repairs and painting are charges in this fleet against the period in which expenses occur. (In some fleets, painting and big body repair costs are prorated over a designated period.) Variation in license fees is due to location and slight differences in body and rack weights. Supervision charges are prorated on each truck.

Interest on investment is not shown in this particular summary, but is included in fleets where interest on investment is recorded by the operator on all departments. The group of "old" trucks shows no depreciation because they are all completely charged off, being pre-war. Insurance varies according to location and cost of garage buildings and to varying rent charges. Mileage differences and miles per gallon variations show definitely the futility of judging truck operating and maintenance efficiency by the average cost per mile for the whole fleet. These 26 trucks of the same make, approximately the same bodies and racks, nevertheless face many differences in mileage, traffic conditions, road, loads, stops and other conditions, plus difference in driver characteristics.

Mileage Variations

It is pertinent to point out the following: Due to the conditions stated, miles per gallon range from 5.3 miles to 14.5 miles per gallon. Note, for instance, that prewar truck No. 8 doing 1,125 miles gets 14.1 miles per gallon, against postwar truck No. 57 doing 1,122 miles at 8.8 miles per gallon. The average is about 11.6 miles for those two trucks. Comparing the mileage of one with the other is as useless as judging them by the average of the two. The real yardstick is what each of these trucks did in miles per gallon in the previous periods and against the same period a year ago. For instance, truck 62 shows relatively good 12.7 miles per gallon, but is actually flashing a warning signal, because it did 13.5 miles per gallon in previous periods. This material falling off in its own record is the real yardstick and calls for prompt action to ascertain the cause.

In this analysis, the various routine checks on gasoline, oil, compression, vacuum, timing, governor setting, exhaust gas analysis, etc., and special tests when necessary, pay dividends in finding quick remedies, thus preventing further waste and more costly repairs. Accidents and safety records are kept separately for insurance purposes in the everlasting effort to keep salesmen-drivers safety-conscious and to earn lower rates when lower accident frequency justifies the appeal. Fixed charges are computed separately to get the total costs of deliveries and at that time the average cost per mile is computed by groups of trucks as well as for the whole fleet to show the overall picture per group and for the entire fleet.

Obviously, the other trucks of the fleet of different chassis sizes, different bodies, and large trucks and truck-trailer units are computed in groups on other sheets of the complete report. The sheet shown here is purposely limited to comparable trucks of same size, make, bodies, etc., in order to graphically show the advantages of detailed costs for each truck and the uselessness of trying to gauge your truck operations and maintenance by any haphazard or simple yardstick. The fundamental that pays dividends is to have each truck compete with its own record in the ceaseless pursuit of efficiency and economy and to check up each lapse with the mechanic whose signed work ticket proves that his work is costing you more than it should. That keeps mechanics on their toes and also keeps salesmen-drivers cost-conscious on a fair basis, whereas to compare one truck's performance with another truck whose route conditions are different, merely breeds disgruntlement. Incidentally, with such figures as these it is possible by accumulation of certain costs to help ascertain whether it is more economical to overhaul an old truck than to trade it in, instead of the haphazard method of trade-ins, based on allowances, high pressure, etc. ●



DSIA directors at recent New York meeting. Seated, left to right: Ruben Felman, Herman Rosenfeld, Robert Mandel, and Ed Auslander. Standing, left to right: George Russell (guest), Herbert Diamond, Herman Gilrow, Eli Birer, Bernard Kessler, Edward Weinberg, and Harry Ganelin (guest)

D. S. I. A. Board Meets in New York

The newly elected board of directors of the Diaper Service Institute of America held its first regularly scheduled meeting on August 7 in New York City.

Included on the agenda were plans for the group's 1952 convention. The big meeting is to be held on March 23-26 at the Stevens Hotel, Chicago. Ed Auslander, Infant Service, Inc., Chicago, and Ed Weinberg, Baby's Perfect Service, Chicago, were named co-chairmen of the convention committee.

Also discussed were a forthcoming series of regional meetings and several new programs which the Institute plans to present to members.

Membership Drive Planned

The directors also put finishing touches on DSIA's plans for the largest and most concentrated membership drive in its history. Scheduled to take place during the month of September, the drive will reach every diaper service in the country. A special regional membership committee will spearhead the campaign to bring the story of DSIA to all members of the industry.

Goal of the drive is a 25 percent increase in membership, designed to meet the ever-increasing need of a

united industry behind a strong national association in these times of emergency. For the entire month of September, all the resources of the Institute will be directed to educating the industry to the dire need for united co-operation in the face of a rapidly expanding controlled economy and chaotic business environment.

Herman Rosenfeld, DSIA president, stated in announcing the new drive, "I feel sure that diaper service operators all over the country must see the wisdom of belonging to a strong national association, devoted exclusively to promoting the industry to which they belong and furthering the business that is their livelihood. We are going to make every effort to see that all diaper service firms are told the story of DSIA and are invited to apply for membership in the Institute. The diaper service operators cannot afford to miss the multi-phase services and programs of DSIA, not to mention the tremendous work that the National Planning Committee and the Institute Washington Affairs Committee is doing with N.P.A. and O.P.S. I sincerely hope that all DSIA members will do their part in spreading the story of the Institute and that all diaper service operators will seriously consider the need to cooperate and become a part of a strong national association."

Students Honored at A.I.L. School

The outstanding students of the AIL School of Laundry Management in 1950 were William B. Clayton, Jr., Charles A. Sonneman and Max Lapidès.

Mr. Clayton, now with Carman Distributing Company, Omaha, has been voted winner of the Fitch Memorial Award Key by the executive committee of the AIL Alumni Club. This award, in memory of William E. Fitch, an early AIL general manager, is made each year to the student whose grades are outstanding and who is rated highest by all instructors on personality, performance and general leadership ability.

Mr. Sonneman, Sunset Laundry, Auburn, Washington, is the recipient of a first place cash award from the

AIL Presidents and Directors Club for scholarship. The club is composed of former presidents and directors of the AIL.

Mr. Lapidès, Quality Laundry Company, Detroit, won a second place cash award for scholarship from the Presidents and Directors Club.

Mr. Clayton completed the Semester One course in production in 1950 as well as the Semester Two course in sales and advertising in 1949. He was president of his 1949 class.

While attending the AIL school, Mr. Sonneman was class secretary and Mr. Lapidès was class editor. Both also completed the 1949 sales and advertising course.



What a Relief!
**NOW OUR WORK GETS
 COMPLIMENTS INSTEAD
 OF COMPLAINTS**

Since the Boss got rid of
 our "Soap-Starved"
washing formulas!

**DON'T LET "SOAP-STARVED"
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Check the effectiveness of the soaps you are using now . . . get your formulas in "balance." You'll find C.P.P. soaps and synthetic detergents help clean whites whiter . . . colors brighter . . . woolens fluffier—with money-saving efficiency!



**USE COLGATE-PALMOLIVE-PEET CO.
 Laundering Products**

FOR BRIGHTER WHITES

Arctic Crystal Soap Flakes—high quality, made from pure, prime tallow, guaranteed to contain not less than 88% soap. Titer approximately 42°C. Also available in granulated form containing 92% soap.

Colgate Formula 40—for hot-water washing of white work and fast-colored goods. A high titer built soap. It assures better "sudsibility," quicker rinsing, cleaner finished work, lower soap consumption.

FOR SHARPER COLORS

Colgate Formula 20—prepared soap for cold-water washing of colored fabrics and materials not affected by added alkali at low temperatures. Assures better "sudsibility," quicker rinsing, cleaner finished work, lower soap consumption.

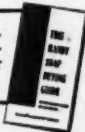
**FOR SILKS, SYNTHETICS, FUGITIVES
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Arctic Syntex "M"—"soapless" soap or synthetic detergent for low-temperature laundering of fine fabrics in hard or soft water. In mild acid or salt solutions, it minimizes bleeding. Rinses quickly. Does not promote felting or shrinking of woolens.

Mentor Beads—an alkyl aryl sulfonate detergent . . . of high purity . . . stable in acid and alkali . . . outstanding detergent and wetting properties.

C.P.P. Advisory Service is FREE! Contact your C.P.P. salesman today or write us direct.

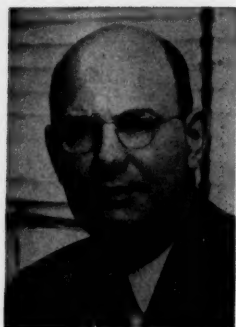
FREE! New 1951 Handy Soap Buying Guide. Tells you the right soap for every purpose! See your C.P.P. representative, or write to our Industrial Department.



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Getting Along With Your Employees*

By DR. E. H. VAN DELDEN

Professor of Industrial Relations, New York University

EARLY BOOKS of the "success" type emphasized the importance of a worker accommodating his thoughts, his desires and his actions to the requirements of the job. Such thinking is currently outmoded. In fact, all indications concerning the present and the future are that the employer who wishes to be successful will do whatever he can to understand and to practice the principles of getting along with employees.

It is true that trying to tell anyone how to get along with his own workers is something like the reply of a mental patient when asked by a psychiatrist why he was constantly scratching himself. "Because," the patient said with a smile, "I'm the only one who knows where I itch."

Even though you undoubtedly are fully informed concerning your own situation, it is occasionally possible for someone from the outside to contribute to a better understanding of the problem. After all, it is the bystander—not the participant—who obtains the best view of a parade.

There seems to be a tendency in recent commercial advertising to emphasize the negative features of a product: in candy mints, the hole; in cigarettes, coughs and throat irritation; in laundry and cleaning, speed. In the same way, speeches on how to get along with your employees usually emphasize what not to do. Let us, therefore, in the words of a popular song, "accentuate the positive."

Speed may be important in your business but the quality of the work done represents the positive contribution. Speed can result either from a hasty, slipshod job or from the willing cooperation of workers to expedite the process without any sacrifice of quality. You are in a position to know whether such cooperation exists in your own organization.

Cooperation Is the Key

Remember the old story of the farmer who grew the finest wheat in the countryside. When neighbors asked him for seed he sent them away with advice to develop their own seed as he had done. Then disease struck the weaker stands of wheat of his neighbors; eventually, through the air, the disease was spread and his own wheat was destroyed. Whereupon the farmer distributed his seed widely, recognizing at long last the principle that one cannot have healthy wheat unless his neighbors also have healthy wheat.

It is in the nature of cooperation that it must be voluntary; it cannot be demanded or enforced. It is

primarily between persons and based upon reciprocal action. Employees may cooperate with the boss but are quite likely to look upon a company as something impersonal and feel no call to assist in furthering the purposes of the enterprise. There is even likely to be a different feeling about the inviolability of property belonging to a corporation, for example, and that belonging to an individual employer.

It must be obvious that cooperation is not possible unless both parties have the same goal. It is essential also that the objective be understood as well as how to go about reaching it. And I might add that there must be a feeling that achieving the objective will result in *mutual* benefit. With prices, profits and wages frozen, that may become increasingly difficult in the future.

With labor in short supply and defense plants raiding retail establishments, the cooperation of one's employees becomes a business necessity rather than an abstract ideal. An item called "goodwill" is carried on the balance sheet of many companies. This is external goodwill and is based upon what customers think of you. Internal goodwill depends upon how employees regard the company as an employer. If such an entry were kept, it might be found to be in the "red" as a result of misunderstanding the human element.

That stock character, the husband whose wife "doesn't understand him" is comparatively happy as contrasted with the worker who doesn't understand, and who hasn't been told, the reason for the latest change in working conditions. When workers are resentful of unexplained commands, the company's goodwill drops precipitously.

Cooperation is impossible without understanding, yet all too often employees are neither asked concerning their wants and needs nor told about the wants and needs of the boss.

I can remember also, from my boyhood on a farm, that it was customary to put blinders on a buggy horse because it was desired that he go only as guided. When harnessing a horse to pull a cultivator, however, his eyes were left unrestricted. This was so he could walk freely and cooperate by not stepping on the corn.

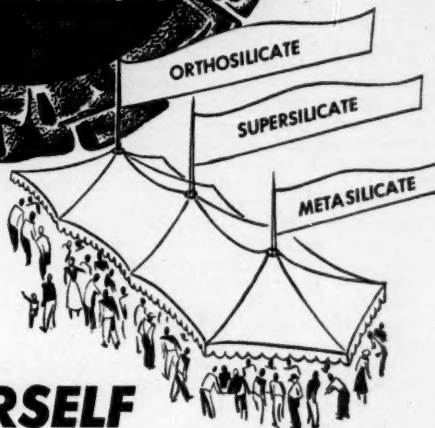
If you want your employees to cooperate by using judgment, then leave the blinders off and be sure they understand all the "why's and wherefore's." Lastly, make sure there is a quid pro quo of some sort so they will feel that the benefits of cooperation are not all one-sided.

It is a truism that no program is better than the people who must carry it out want to make it. Consider, then, the impact of the wage freeze upon an employee

*From a talk at the 42nd NICD convention, Atlantic City, New Jersey, February 6, 1951.

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PRIZE WINNING Soap Builders



JUDGE for YOURSELF

Now, while the acidic soil conditions are at the peak, in mid-summer months, try DIAMOND ORTHOSILICATE.

Why DIAMOND? Because it is the only Orthosilicate in *Flaked* form—dustless, safe, easy to handle. And it dissolves *faster* than other orthosilicates, in hot or cold water, *completely* without waste.

As the summer heat lessens, you may not need Orthosilicate. Maybe Supersilicate will give you the right pH. Maybe even Metasilicate.

You can save money by switching to the right soap builder. You can know which is right by calling your DIAMOND Technical Serviceman for a checkup. It's a free DIAMOND service. He'll do the test, show you the results and you can *Judge for Yourself* which of these prize-winning soap builders will help you make the most of summer profits.



Call a DIAMOND Office or laundry distributor today for details and demonstration. Or call the nearest DIAMOND sales office.



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struggling along to provide the necessities and some of the comforts of life for himself and his family. The budget that is threatened by every illness, the kids who need to go to school and maybe, to college, the payments that must be scraped together a few dollars at a time—these are problems hard to appreciate unless one is in a similar situation.

Incentives Other Than Money

With money motivation lacking, we may well ask ourselves, "What incentives are left to encourage people to work?"

An example of motivation of a sort is the story of a woman who was called up for jury duty but refused on the grounds that she didn't believe in capital punishment. Trying to persuade her, the judge explained, "This is merely a case where a wife is suing her husband because she gave him a thousand dollars to make a down payment on a fur coat and he lost the money in a poker game." "I'll serve," the woman replied. "I could be wrong about capital punishment."

The task of motivating people in order to obtain cooperation is vastly different today from what it was a decade or so ago. Pay and job security no longer seem to provide complete job satisfaction; both are expected and demanded. The eternal question as to whether we live to eat or eat to live has been transformed into whether we live to work or work to live. Job satisfaction seems always to elude us like the mechanical rabbit in a dog race. Lacking satisfaction from work, we turn readily to pleasures offering a temporary "escape"—anodynes—with little of lasting value.

How is it possible, for example, to motivate the teen-ager who expects to be drafted, the young married man whose wages are frozen, the older man who must retire at 65? All too often, the individual attitude seems to be "I'm just working out my time." What can you do for the man without ability—the substandard employee who may be all you can get? What are the needs that, when fulfilled, will cause people to find work satisfying?

An experiment made with rats was reported to a meeting of the American Psychological Association. A cage had been arranged so that a rat had to press a lever, in the manner of a slot machine, in order to obtain a tiny pellet of food. The lever and the food slot were side by side and three rats learned quickly, one after another, to operate the mechanism.

The lever was next moved to the opposite side of the cage. It was now necessary to make a round trip across the cage for each pellet. Again, each rat learned separately how to work it. Then the three rats were put in the cage together.

The first day, all three remained around the food slot, unwilling to cross the cage and press the lever. When one or another made the trip, he lost the pellet which was promptly eaten by one of the others. By the third day, the rats were so ravenous they tried to chew the steel slot to pieces to get the pellets.

On the fourth day, one rat banged the lever quickly three times and ran across the cage in time to get the last pellet. He kept this up for an hour and a half, pressing the lever 1,156 times before all three were satisfied. Extreme hunger had motivated him to work, not only to supply himself, but to pay taxes of twice as much as well.

With unemployment insurance and liberal relief allowances, hunger and cold no longer provide a motivation for work. Desires such as those for self-expression, self-respect or recognition must be utilized

instead. We all want to feel that we are "great guys." One psychologist expressed this in terms of an invisible sign everyone wears around his neck stating "I want to feel important."

Every individual has a tremendous belief in his own personal honesty, even though he may be fundamentally crooked. He has rationalized his actions to himself so that he is convinced that he is thoroughly honest. When you imply that anyone is not a person of integrity, antagonism develops immediately.

One morning recently, I stopped by a local barber-shop for a haircut. The boss was all alone. Soon other customers arrived, then another barber and, finally, a third barber put in his appearance. The latter expostulated loudly about how the signs on the subway train had been misleading and he had been taken out of his way. The boss curtly reminded him that he also lived in the same neighborhood, but that nothing like that had ever happened to him. Whereupon, the exchange of words became heated, the tardy barber claimed he was insulted and walked off the job.

We are living in a supercharged emotional age. Many of us have feelings of insecurity and lack of integration with our environment. One hears frequent references today to such phrases as "peace of mind"—something everyone is seeking and all too few finding. Criticisms of employees, therefore, need to be made, if at all, by the "sandwich" method of preceding the adverse comment by something favorable and following with a friendly remark to remove the "sting."

Basic Motivations

All of us seek the satisfaction that comes from a sense of "belonging" and acceptance. Motivations which have seemed to provide a will to work include:

1. The desire to accomplish something useful.
2. The desire for the approval of others.
3. The desire to keep up with the Joneses.
4. The desire for a good reputation.
5. The desire for a feeling of personal progress, especially as related to the status achieved by rivals.

The employer who is able to satisfy one or more of these basic desires will find his employees responding in many ways.

An example of how others notice these subtle con-



"It's getting so a man can't have an opinion of his own around here without it gets right back to the boss!"



Relax, Charlie, thousands of other laundries are getting the same wonderful results with Swift's Soaps that you are!

Charlie is still in the first flush of discovering what so many laundrymen already know. Namely, that you can always find just the right soap for all your needs in the complete line of Swift's Soaps. And remember, it pays to use the *right* soap—and plenty of it.

To develop even better products for your purpose, Swift's Technical Laundry Service Division is working daily on soap and laundry problems. This means that Swift Soap products always have the quality and effectiveness to help you get better results in your laundry.

Call SWIFT first
for soaps

Listed below are some of Swift's fine soaps. You can order any one of them from Swift's distribution points coast to coast and expect immediate delivery.

White Ribbon Chips & Powder
Guaranteed Laundry Powder
Formula S Powder
Break-O Powder
Wool Soap Flakes & Powder
Glory Chips

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

siderations was expressed recently in an ECA class. As you know, several universities have been putting on short courses for groups of industrialists from friendly nations. These men are taken through American plants and taught American methods of operation. A German labor leader was asked after such a visit what he thought of the plant. "Wonderful," he exclaimed, "and the best thing was that they introduced me to everybody." Then he added thoughtfully, "And the introduction was the same for the elevator boy as for the works manager."

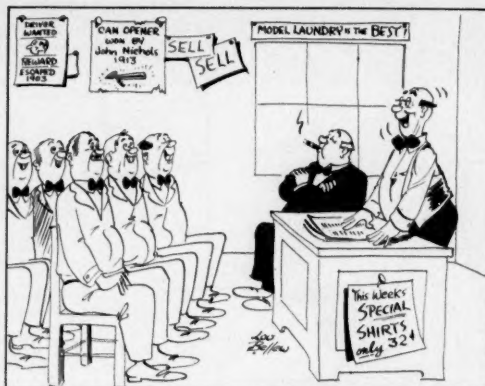
Look for the Basic Reason

Besides motivations, it is necessary to consider the cause-result approach to behavior in dealing with employees. It is easy to act on impulse and neglect to find the real causes before taking action. Such employers are very much like the citizen who went to the rationing board and stated, "My wife has no sugar at all in the house, not an ounce of it." The secretary of the board warned him, "Remember now, you're making this statement under oath; you've got to tell the truth!" The applicant hesitated. "Gotta tell the truth, eh?" he asked. "Yes," he was told, "or you'll go to jail." The applicant sighed, "All right, in that case I'll tell the truth. We ain't married."

There is a cause for every result, a cause for every behavior—and action taken prematurely, without thinking through to the real cause, may be ineffective and often harmful. A machine is a great moral educator because when something goes wrong it is necessary patiently to seek the reason. There is no value in kicking it as one might do with a donkey that refused to move. In the same way, a crying baby will convince nearly everyone that the thing to do is to try to determine the basic cause and to correct it.

The reason for poor work or an accident may be attributed to carelessness. Overlooked is the fact that home worries, finances, job or boss pressure may be the real reason for the carelessness. The same principle applies to tardiness, irritability, lack of confidence and other problems.

Employers need to recognize frustrations and their causes if they would get along well with employees. Aside from the well-known persecution complex, there is need to recognize aggression behavior where the individual, either openly or indirectly, attacks people or things; the regression or immature type, like the girl



"Mr. McTavish has kindly consented to a prize of \$5.23 for anyone who adds a \$1,000 to his route this week."

who cries or sulks; rationalization, where the worker finds excuses for his frustration; resignation or giving up quickly, as typified by such a statement as "Nobody ever gets a fair break around here"; fixation, where the same action is repeated in vain over and over again; and last of all, the escape reaction which includes the headache and stay-at-home-for-a-day cases.

There are many studies being made on the social processes involved in organization. The importance of the work group as an entity with definite likes and dislikes is now recognized. Where organizations are kept simple, these problems are not nearly as acute as in large groups. Consideration must nevertheless be given to the fact that they exist.

Our Changed Business Climate

Today, all employers need to adapt themselves to operating in a changed business climate. Our situation has been described as living and working in an economy designed to become a fortress against a billion barbarians.

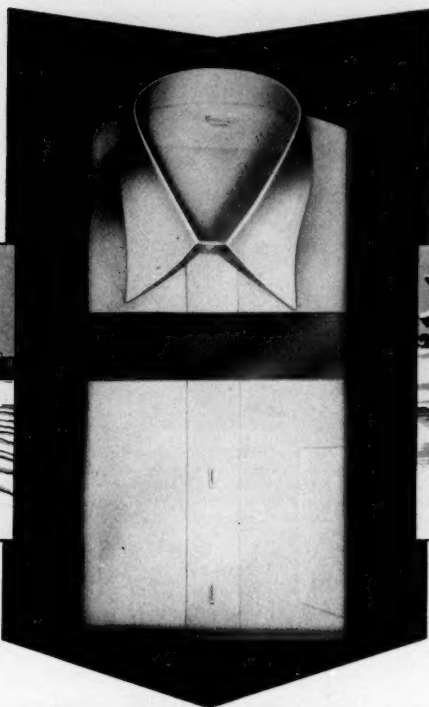
Our social organization is based upon the principle of the supreme importance of the individual human personality. We know that man is the greatest dynamic force in nature and it is our firm belief that freedom contributes creative values to this force. The principles of this social philosophy must be applied to everyday practice, however, if the sacrifices we are being called upon to make are not to be made in vain.

If the democratic way of life were not based upon a moral concept of human values, it would not be worth preserving. In a controlled economy of directives and freezes, military conscription and labor drafts, it is important not to forget that manpower is composed of men. This is as vital to our daily work as to the decisions made in Washington. Recognizing and treating employees as individuals not only releases the full creative power of their energies but becomes a living example of democracy in action.

Let us take to heart the advice of Count Tolstoi, who wrote, "All of our troubles come from the fact that we think there are circumstances in which men may deal with human beings without love, and there are no such circumstances. One may deal with things without love; one may cut down trees, make bricks, hammer iron without love; but you cannot deal with men without it." ●



"Mark 'em? How can I... I been outa ink for 3 days!"



Satinette

... the non-congealing starch!

Once cooked, it never changes. That's why Satinette gets more popular all the time. Draw the last ounce from your starch cooker at any temperature... and use. Hot or cold, Satinette gives you perfect penetration, uniform body, a beautifully-smooth finish free from highlights.



THE KEEVER STARCH COMPANY, COLUMBUS 15, OHIO



A group of experts in their fields discuss and demonstrate benefits to the homemaker of the new proposed American standard for rayon fabrics on the Kathi Norris Show over television station WNBT in New York City. Left to right: Samuel Stein, Swan Cleaners, Cranford, N. J.; Mrs. Hendry D. Lawson, New York housewife; Kathi Norris; Arthur Gelnow, Westwood Laundry, Westwood, N. J.; Dr. Jules Labarthe, Jr., senior fellow at the Mellon Institute of Industrial Research, University of Pittsburgh; Miss Ardenia Chapman, dean of the college of Home Economics, Drexel Institute, Philadelphia, and a director of the American Standards Association

TV Spots New Fabric Standards

Television show demonstrating new rayon fabric standards features New Jersey plantowner on panel

ARTHUR GELNOW, Westwood Laundry, Westwood, New Jersey, and Samuel Stein, Swan Cleaners, Cranford, New Jersey, recently appeared on the Kathi Norris television show over station WNBT in New York City. They were among a group of experts in their fields who joined together to present a public discussion and demonstration on progress made in writing a national consumer standard for rayon fabrics.

Basis for discussion was a recently published Proposed American Standard for Rayon Fabrics which, its sponsors declared, was written to help consumers, commercial purchasers and manufacturers reach a common understanding on the performance of rayons they produce, use, buy and sell. The standard covers all fabrics containing 50 percent or more rayon, which amounts to about 15 percent of the total yardage of fabrics produced in the United States.

Other speakers on the televised program were Dr. Jules Labarthe, Jr., senior fellow at Mellon Institute of Industrial Research, University of Pittsburgh; Miss Ardenia Chapman, dean of the School of Home Economics at the Drexel School of Technology, Philadelphia, Pa.; and Mrs. Hendry D. Lawson, a New York housewife.

More than 30 national organizations, including yarn producers, weavers, finishers, retailers, wholesalers, and consumer groups cooperated in developing the standard under the auspices of the American Standards Association, Inc., New York. The project was sponsored by the National Retail Dry Goods Association, which

has stated that its chief interest as sponsor was to aid the consumer.

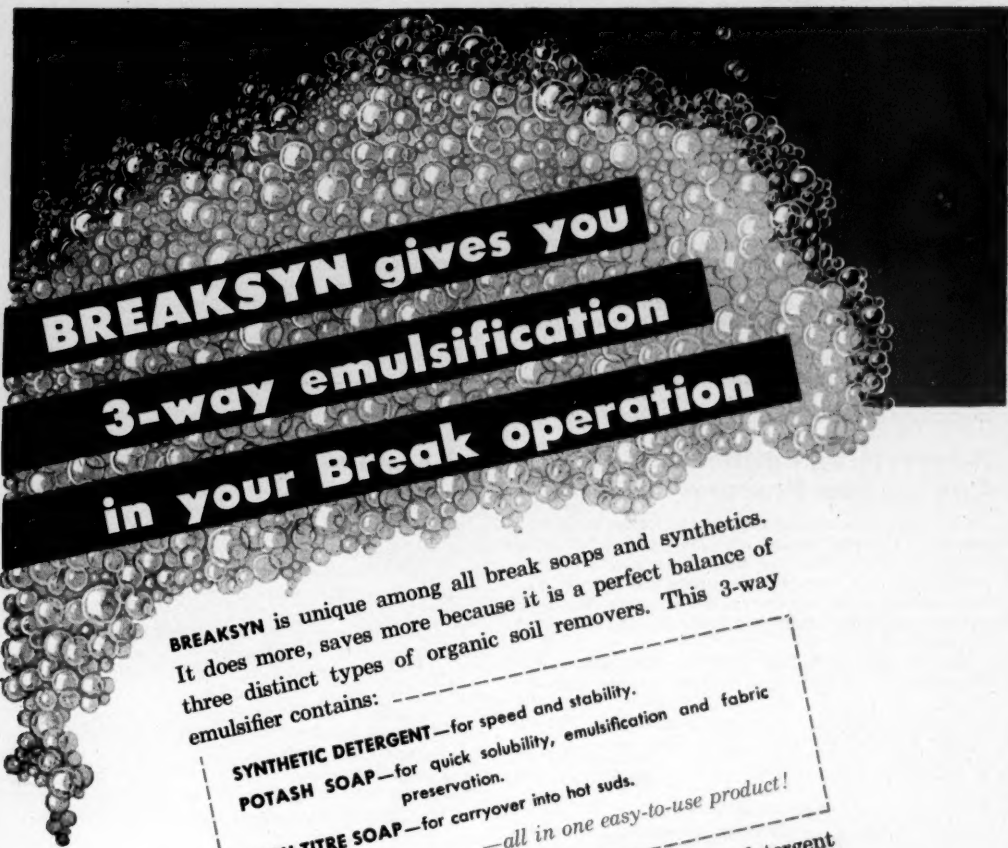
Dr. Labarthe, who was on the committee that developed the Proposed American Standard, stated that the committee tried to cover all the elements entering into the characteristics of a fabric, such as strength, permanence of finish, flammability, water repellency, grease resistance, shrinkage, dyeing, printing, and finishing. He said that the standard, as published, contains 180 pages, has 29 standard test methods, and covers 51 end uses of rayon fabrics.

"In determining whether or not the end-use textile articles live up to the standard," he said, "each specification has a series of test methods through which the fabric has to pass in order to qualify for performance and serviceability. Each specification stresses a particular requirement. For instance, a nightgown fabric would not need to pass the same test for sun fading as would a bathing suit fabric."

Dr. Labarthe declared that buying on the standard does not require the retailer to be a technician. "The buyer can specify in his order," he said, "that such and such a garment should meet this and that specification. The supplier in shipping his goods can include in his invoice the fact that the goods meet the specifications."

Mr. Gelnow and Mr. Stein demonstrated the advantage that the standard will have in providing them with the necessary knowledge on how to wash and dryclean rayon garments and home furnishings without harming them.

(Continued on page 52)



BREAKSYN gives you 3-way emulsification in your Break operation

BREAKSYN is unique among all break soaps and synthetics. It does more, saves more because it is a perfect balance of three distinct types of organic soil removers. This 3-way emulsifier contains:

SYNTHETIC DETERGENT—for speed and stability.

POTASH SOAP—for quick solubility, emulsification and fabric preservation.

HIGH TITRE SOAP—for carryover into hot suds.

—all in one easy-to-use product!

BREAKSYN is the *only* powdered, free-flowing break detergent containing potash vegetable oil soap—long recognized by the textile industry as the finest soap obtainable for washing. This soap protects fabrics by restoring the natural balance of oils normally lost in cleaning. It lengthens the life of fabrics because it *feeds as it cleans!*

BREAKSYN enables you to reduce soap consumption to a few ounces per 100 pounds of goods—and can be used without other soap on some classifications. It makes formulas shorter, rinses faster, reduces work on badly soiled classifications, eliminates suds operation on lightly soiled classifications.

CHEMICAL SPECIALTIES DIVISION

E. F. DREW & CO., Inc.

15 EAST 26th STREET, NEW YORK 10, N. Y.
CHICAGO BOSTON PHILADELPHIA

**DREW
PRODUCTS**

(Continued from page 50)

Miss Chapman described the ASA as a national clearing house for standards and stated that it has now provided a means by which goods and articles can be certified on a national scale as to their performance. She praised the proposed rayon standard for providing "washable," "hand washable," and "cleanable" tags and other permanent informative labeling as an aid in helping the consumer to know what she is buying.

The permanent sewn-in label in all garments made according to the proposed new American Standard would clearly indicate by the color of the lettering (AS No. 22.1.1) exactly how the garment is to be cleaned when it reaches the store customer. Thus, a label with green lettering will mean that the garment, including all trimmings, etc., is washable at 165 degrees Fahrenheit,

using soap or synthetic detergent; amber or yellow lettering indicates that it is hand washable at a temperature not exceeding 100 degrees Fahrenheit; and red lettering indicates that it can be satisfactorily dry or wet cleaned but that it must not be washed, except at the buyer's risk.

Mrs. Lauson was asked if she is always able as a housewife to recognize satisfactory and serviceable goods. She replied: "I may think that I know exactly what I am buying. However, I am convinced that the consumer is only kidding himself with this self-assurance. Actually, even a professional buyer needs help. This project provides for tags and permanent informative labeling which will allow us, the consumers, to see at a glance that the products are backed up by certification and labeling."

Advertising Contest a Convention Feature

The 11th AIL laundry advertising contest will be a feature of the 64th annual AIL convention in Chicago, October 19-20-21. The purpose of the contest will be to foster interest in laundry advertising and to enable all those attending the convention see what other laundry-owners around the country are doing to bring in laundry business.

The contest, for which entrance rules will be announced soon, is open to all laundryowner members of AIL. Advertising used since October 1, 1950, will be eligible for awards. Any kind of advertising—newspaper, direct mail, radio, television, etc.—may be entered.

Contest Divisions

There will be three divisions for entries and awards as follows:

Division A—advertising by laundries using the services of an advertising agency.

Division B—advertising by laundries preparing their own material without agency assistance.

Division C—advertising by cooperative laundry groups, prepared with or without agency assistance.

Up to 15 separate pieces (newspaper ads, folders, bundle inserts, sales letters, radio and television scripts, etc.) may be included in any entry. Each laundry may make only one entry in the contest.

No syndicated, or "stock," advertising will be eligible for awards. All advertising must have been prepared by or for the individual use of the laundry or laundries entering the material in the contest. (Separate illustrations from any source do not count as syndicated, or "stock," material.)

A short explanatory statement giving details of the campaign or program submitted must accompany each entry, so that the judges may obtain a fairer picture of the purpose, plan and results of the advertising.

An impartial group of experienced advertising people will do the judging. Their decisions will be based on the following considerations: originality, truth and sincerity, human interest and attention value, effectiveness of copy, layout and general attractiveness.

First, second and third place awards will be made in each division. In addition, 10 honorable mention certificates will be divided among the three divisions.

A.I.L. Alumni Publication

Volume One, Number One of a new AIL publication for the young men of the laundry industry came off the press last month. It's "The AIL Alumni," which will be published quarterly to report on activities of the AIL School of Laundry Management, its students and graduates, and other news of interest to the industry's younger generation.

The first issue reminds that publications thrive on news, and invites the industry's young men to send in material for the next issue to Cecil H. Lanham, director of education and training, at Joliet.

It also points out that maintaining an accurate mailing list for a publication of this kind can become a problem. Former students of the school, those who attended the Young Men's Conferences and other young men who do not receive the publication by the end of July—or are improperly addressed—are asked to notify AIL.

Magazine Comments on Laundry Industry

"Because of today's trend toward a higher standard of living, laundries have achieved a position of lasting importance. . . . All this adds up to a steady employment for thousands of laundry workers."

"The laundry industry employs about 355,000—mainly women, the second largest group of workers in the service trades. Most jobs require only short training period."

"The average production worker in the laundry industry makes approximately the same as employees of other industries in which workers are predominately women."

"Obsolete indeed is the old idea that a laundry is a sweat-shop where women bend over steaming tubs."

So says the March-April issue of "Occupational Trends," a magazine that goes to vocational guidance teachers and counsellors, employment agencies, personnel managers, and others in the vocational field.

Material for the four-page article, plus a cover picture, was prepared by the AIL education and training department and the publicity and editorial department.

"Occupational Trends" is published at 83 Newbury Street, Boston 16, Massachusetts. The yearly subscription is \$2, and individual copies are fifty cents.

Laundry News Notes



SALEM, MASS.—Two new extractors have been purchased by the Salem Laundry on New Derby St.

THOMASTON, CONN.—The Model Laundry has been sold by Edward B. Oakley to Martin DiMaria and Rocco Capobianco. The transaction included building, equipment, and business. The new owners incorporated the business which will now be known as the Thomaston Model Laundry, Inc.

TRENTON, N. J.—Paul H. Plough, an executive of the Blakely Laundry, has been re-elected to his 10th term as president of the Children's Home Society of New Jersey.

MARLBORO, MASS.—The engagement of F. Thomas Poirier to Miss Theresa M. Donahue has been announced. Mr. Poirier is associated with his father, Francis J. Poirier, in the management of the New System Laundry.

PITTSBURGH, PA.—A unique commercial laundry operated by Sisters of the Good Shepherd has closed its doors. Known as the Troy Hill Laundry, it was operated by the nuns for 45 years to provide income for the Home of the Good Shepherd, 1615 Lowrie St. The 31 sisters who operated the plant will now devote their time to sewing and embroidery.

PLAINFIELD, N. J.—John M. Brown, secretary of the Samoset Laundry, has been promoted to the rank of Lieutenant Colonel in the 102nd Armored Cavalry Regiment of the New Jersey National Guard.

SOUTH WEYMOUTH, MASS.—Donald M. Lonergan has been named sales manager of the South Weymouth Laundry and Cleansing Company, replacing Edward F. Gibbs, who becomes assistant to the general manager.

SHERBROOKE, P. Q.—The Crown Laundry has opened its third service store in Sherbrooke at 125 King Street West. Fast service is featured at the new branch. Work received by 9 a.m. is ready at 5 p.m.

RAHWAY, N. J.—Robbers recently escaped with \$2,000 in cash after wrecking the office safe of the Hamilton Laundry Company.

NEW LONDON, CONN.—A half-interest in the Pequot Laundry, Inc., held by the estate of E. Frank Morgan, has been sold to Mrs. Grant D. Bliven and Mrs. James M. Barrett.

SPRINGFIELD, MASS.—The Springfield Laundry Owners Association and Springfield Dry Cleaners Association held their ninth annual clam bake on August 9.

HARTFORD, CONN.—The Hartford Hospital laundry has moved into its new \$560,000 quarters on Retreat Avenue. The new plant contains 25,000 square feet of floor space. Franklyn McCutcheon is laundry manager.

FRANKLIN, MASS.—The E & W Laundry has moved to 42 Main Street.

SCRANTON, PA.—Bids totaling \$12,275 for installation of new laundry equipment at the Pennsylvania State Oral School for the Deaf have been received.

STRATFORD, CONN.—The Stratford Laundry recently added a new cash-and-carry entrance.



CORPUS CHRISTI, TEXAS—Memorial Hospital's new laundry, built and equipped at a cost of \$57,500, is now in operation. The new plant is expected to realize a saving of about \$1,000 a month for the institution.

CHICKASHA, OKLA.—The new Chickasha Laundry has added complete woolen and fur storage facilities.

HERINGTON, KAN.—The New Process Laundry of Emporia has purchased the linen service of the Herington Laundry. T. T. Roberts, who has been operating the Herington plant, said that the laundry has closed.

OKMULGEE, OKLA.—Cowden's laundry has celebrated its 45th anniversary. E. W. Cowden, owner, claims the dis-

tinction of having the only business in Okmulgee that has operated 45 years continuously under the same name and management.

PHILLIPSBURG, KAN.—Lee Schick has purchased the Hoover Laundry from George Hoover.

WILLOWS, CAL.—Ralph McClurkin, Charles F. Crook, and Vern E. Bailey have formed a partnership to operate the Troy Laundry and United Cleaners.

HUTCHINSON, KAN.—Owen Boone, owner of Boone's Laundry, recently played host to 23 Boy Scouts who toured his plant on a field trip. An essay contest was held after the trip, with prizes supplied by Mr. Boone—\$3.00 for first prize, \$2.00 for second. The two winning essays were published in the *Newton, Kansas, Telegram*.

ELLINWOOD, KAN.—Milton Galliat has offered Mill's Laundry for sale. Mr. Galliat is hoping to dispose of the business as well as the building. He has been operating the plant for more than five years.

MUNDAY, TEXAS—The Howard Laundry has been sold to Mr. and Mrs. Robert Powell by Mr. and Mrs. C. N. Howard.



CHATTANOOGA, TENN.—The city commission has tentatively agreed to set aside \$45,000 from the 1951-52 contingency fund as the city's share of the cost of a proposed \$90,000 building to house a new laundry at Erlanger Hospital.

NAPLES, FLA.—The Quality Laundry and Dry Cleaning of Fort Myers announces that a new laundry and dry cleaning service will be set up in Naples on September 1. Carl H. and E. M. Magaha are owners of the Ft. Myers plant.

FULTON, KY.—The OK Laundry recently celebrated its 54th anniversary.

MIAMI, FLA.—The Economy Laundry and Cleaners, Inc.; Town Laundry,

MAXIMUM PRODUCTION WITH

in the annual

GUIDEBOOK OF THE LAUNDRY INDUSTRY



Combining:

1. EDITORIAL FEATURE SECTION:

Maximum production with minimum labor.

2. OPERATING GUIDE:

Charts, graphs and tabulated information covering all phases of laundry plant operation and production. Basic textbook information in a handy reference form, useful day-in day-out to all plant executives.

3. BUYERS' GUIDE:

CLASSIFIED DIRECTORY, listing in a single section all kinds of laundry equipment

and supplies and manufacturers of these products; arranged for easiest reference and quick and sure finding of buying information.

TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the laundry industry. **MANUFACTURERS' DIRECTORY**, providing an alphabetical list of manufacturers and their home office addresses.

LOCAL BUYERS' GUIDE, a geographical directory providing complete information

MINIMUM LABOR

HOW TO:

1. **Produce More Tonnage
with less labor.**
2. **Reduce Productive
Labor Costs.**

records.

coming in **OCTOBER**

on addresses of manufacturers' branch offices, distributors and jobbers.

DETAILED BUYING INFORMATION supplied in display advertising of leading manufacturers and sales organizations; by informational ads throughout the Classified and Geographical Directory Sections.

4. AND A.I.L. CONVENTION GUIDE:

full details of program and exhibit plans for annual convention of American Institute of Laundering, to be held in Chicago, Illinois, October 19-21.

Inc.; and Jewell Laundry and Cleaners have passed into receivership.

FORT MYERS, FLA.—C. B. Randall and Jim Henry of Prather's Laundry and Dry Cleaning are taking summer courses at the NICD school. W. R. Millard of the same plant recently completed a management course at the AIL school.

MIAMI, FLA.—Henry Cove, president of the Vogue Laundry, has been named chairman of the newly-organized Cerebral Palsy Association.

ATLANTA, GA.—The National Linen Service Corp. reports net income of \$1,565,426 after income tax provision of \$2,355,000 for the nine months ending May 31, 1951. For the same period a year earlier, net income was \$1,867,489 after income tax provision of \$1,247,000.

FULTON, KY.—The Parisian Laundry recently celebrated its 25th anniversary.



DOWAGIAC, MICH.—The Rose Laundry at 805 Spruce St. has been sold by Mr. and Mrs. Emory Rose to Alfred Mattner of Benton Harbor. For the past four years Mr. Mattner has been manager of the Pick Hotel's 12 laundries in the United States.

CLEVELAND, OHIO—The Laundry Institute of Cleveland recently elected the following officers and directors: president, Howard Benjamin, Peerless Laundry; vice-president, Albert J. Salzer, West End Laundry; treasurer, Charles P. Leininger, Jr., Eagle Laundry. Directors are Charles J. McLaughlin, Cleveland Laundry; Maurice Munter, Sweet Clean Laundry; George Hart, Up-to-Date Laundry; and William E. Kenney, Jr., Davis Laundry.

All were inducted at a luncheon given at the Cleveland Athletic Club in honor of the new officers.

ST. LOUIS, MO.—The Banner Laundry, 100 South Jefferson Avenue, which was badly damaged by fire a year ago, has been rebuilt. The four original walls were retained, but the floor separating the first and second stories was removed, making it a one-story plant with a 19-foot ceiling. All new equipment was installed, including a new drycleaning department.

The plant is owned and operated by I. Gerskovitz and his three sons, Bernard, Jerry, and David.

TERRE HAUTE, IND.—The Hyland Laundry has been expanded by enlarging the office and salesroom to include the entire front of the building. Among the new equipment added are two tumblers, a flatwork ironer, and a shirt unit.

SUPERIOR, WIS.—Holzberg's Inc., recently held an open house in its enlarged and completely modernized plant.

ZANESVILLE, OHIO—The Muskingum Laundry and Dry Cleaning Company on Canal Street has ceased operation, it was recently announced by Malcolm Henderson, owner. The building will be razed and the equipment sold. The plant employed 30 persons.

TERRE HAUTE, IND.—The plant of the Union Laundry burned on July 4 with a loss estimated at \$100,000. Nearly all of the equipment was lost, as well as a large amount of customers' laundry. Office and garage buildings, which housed trucks and automobiles, were saved. Origin of the fire was not determined.

CHICAGO, ILL.—The Monarch Laundry has passed its 40th birthday. Starting with a handful of employees in 1911, it now employs more than 400. Its founder, Bernard Vellenga, Sr., 73, is still active in the firm as chairman of the board.

ST. LOUIS, MO.—An extensive remodeling project has recently been completed at the Acme Laundry and Dry Cleaning Co., 4525 Delmar Blvd. As part of the renovation, a giant canopy was installed to cover the entire drive-in area.

DU QUOIN, ILL.—W. T. Marlow, who has been engaged in the laundry business for 40 years, has announced his retirement. Plants formerly operated by Mr. Marlow were the Du Quoin Steam Laundry and, with the late Charles Edison, the Du Quoin Electric Laundry Company, Inc.

ROCK ISLAND, ILL.—Albert M. Parker, 84, operator of the Parker Laundry Company, recently thwarted a man armed with a knife who attempted to rob the Parker plant. The thug entered, drew a knife, cut the telephone wires, and demanded the money in a cash register. Mr. Parker turned out to be no pushover. He picked up a couple of large construction nuts, told the man to "get," and chased him out the door.

WINNETKA, ILL.—Morgan Nelson, an executive of the North Shore Laundry and Dry Cleaning Company, has been formally installed as president of the Winnetka Rotary Club.

ANDERSON, IND.—A 17-inch television set was recently won by Mrs. Cecil H. Hartselle following the close of an eight-week contest sponsored by the Anderson Laundry and Dry Cleaning Company.

MILLSTADT, ILL.—Construction of a \$1,152,000 laundry and drycleaning plant for the Scott Air Base has been authorized.

KANSAS CITY, MO.—Mrs. W. G. Hedges has bought the Rogers Curtain Laundry, and will continue to operate the plant under that name.

BELLEVILLE, ILL.—Damage estimated at \$1,000 resulted from a recent explosion at the Belleville Laundry and Dry Cleaning Company plant. A drycleaning still exploded.

FOREST PARK, ILL.—The new, modern Oak Leaf Laundry will open at 7408 Harrison Street as soon as an operating permit is obtained.

INDIANAPOLIS, IND.—The laundry department of the Lux Laundry was destroyed in a spectacular fire on July 30. Damage was estimated by company officials at more than \$150,000. An estimated 6,000 to 8,000 pounds of laundry were destroyed.



FARGO, N. D.—W. T. Lee has sold the Model Laundry and Cleaners to Harold Meyer of Minot, N. D. Mr. Lee retains ownership of the building. He has operated the plant since 1919.

LARAMIE, WYO.—A permit for construction of \$30,000 addition to the New Method Laundry has been issued by the city engineer's office. The addition will include an office, rest rooms, and a drive-in ramp.

FORT RICHARDSON, ALASKA—The Alaska district, Corps of Engineers, has received a low bid of \$1,495,899 for construction of a laundry and drycleaning plant at Fort Richardson. The dimensions of the proposed one-story building are 161 by 321 feet.

RAYMOND, WASH.—The Thrasher Home Laundry is for sale, according to a June 7 announcement.

New

Instant-

calgon

has everything
for
quality
laundrying!



"Instant" Calgon is as easy to add as water

Adding "Instant" Calgon is as easy as pouring. Dry, free flowing granules . . . can be added quickly any time.



"Instant" Calgon dissolves at any temperature

Regardless of water temperature, "Instant" Calgon dissolves completely . . . goes to work immediately.



"Instant" Calgon is convenient!

Just add directly to wash-wheel, hand-scrubbing soap, rinse tub, or shampoo.



"Instant" Calgon is equal in efficiency!

Full CALGON strength makes everything in your washing formula do a better, *quality* job.



"Instant" Calgon saves time!

No need to prepare solutions in advance. Saves workers' time.

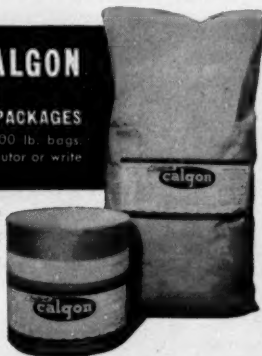
"INSTANT" CALGON

IS AVAILABLE

IN TWO CONVENIENT PACKAGES

Packed in 25 lb. drums and 100 lb. bags.
Order from your Calgon distributor or write to Calgon, Inc.

Use "Instant" Calgon for quality laundrying . . . wet cleaning . . . rug and upholstery shampooing!

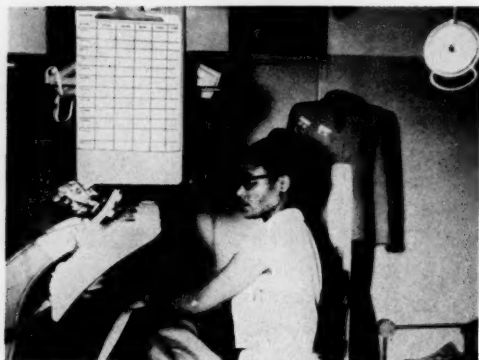


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Cleaning Section



While productive labor costs in her department have dropped, wool finisher Theresa Ailster has recorded bonus payments for daily efficiencies of 116 percent (\$2.55), 128 percent (\$4.20), and 137 percent (\$5.47). Chart in foreground keeps her points and bonus score

Operator						
Monday	Tuesday	Wednesday	Thursday	Friday	Total	
POINTS						
BONUS						
POINTS						
BONUS						

Detail of chart posted at wool finishers station in picture at left

They Sold Incentives

Prizes and paychecks needed for employee cooperation pay off in lower costs

By JOHN J. MARTIN

EMPLOYEES MUST WHOLEHEARTEDLY BELIEVE IN INCENTIVES, or all the work that management has done to set up scientific pay-for-production is worthless. Henri and Roger Foussard found that out in a hurry when they introduced incentive pay to the drycleaning department of Model Launderers and Cleaners in St. Paul, Minnesota. They knew it would

work for the benefit of labor as well as management, but they had to convince the people who can make or break any such plan.

The first step in introducing incentives is a clear and concise explanation of exactly what the plan is and what it will do. Model followed the rules, and the employees understood. However, they didn't believe in it. Apathy is just as bad as hostility, so the problem came down to one of creating enthusiasm.

Time and motion studies of the machinery in use revealed that the drycleaning department was coasting along an average of 65 percent efficiency. Employees were coaxed with cash prizes for reaching stages of increased productivity. Any jump of 10 percent in one week was rewarded with a five dollar bill, and a fat \$25 was given when 100 percent was reached. In other words, for going from 65 to 100 percent, a worker picked up a \$40 bonus.

To create interest in the bonus prizes, humorous posters were tacked up. The same signs now do a good job in parts of the laundry where incentives have more recently been introduced.

It took quite a while, but the drycleaning department is now a successful example of incentives at work. Once a majority of the workers got over the hump and into some of that extra money, the system sold itself. As a constant reminder that incentives pay more than union scales, Model paychecks show the difference between hourly and extra incentive earnings.

At Model, incentives are based on a point system. To make it easily understood, 100 points were made

RICE-PHILLIPS LAUNDRY COMPANY, DBA MODEL LAUNDERERS AND CLEANERS									
ISSUED TO			WEEK ENDING						
REGULAR WAGES	BONUS	WEL. WORKER	DEDUCTIONS					AMOUNT	
			D.A.B.	W.T.	MISC.	MISC.	MISC.		

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A - GROUP LIFE INSURANCE
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 C - COMMUNITY CHEST
 D - DEFENSE BONDS
 E - LAUNDRY AND DRY CLEANING
 F - ADVANCE
 G - ACCIDENT & HEALTH INSURANCE
 L - LODGES
 U - UNION DUES

Stub form which accompanies paychecks used at Model plant. Bonus payments as well as regular wages are recorded



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BUT

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COSTS YOU TIME AND MONEY

MODERNIZE for
savings with

FASTER
SMOOTHER
LOWER COST

MODEL "X" PRESSING

As one veteran presser aptly said: "Behind the times, behind in the rent."

The hidden charges of finishing with over-age pressing machines may be costing you more than a new Hoffman Model "X." High labor turnover . . . constant bills for repairs and replacements . . . higher costs for each garment pressed because of balky, slow pressing and extra touch-ups and hand work. Take the word of old press owners who have modernized: the change to a Model "X" means faster, finer work—better-satisfied customers—new, really low costs! The facts are yours without obligation—get them now!



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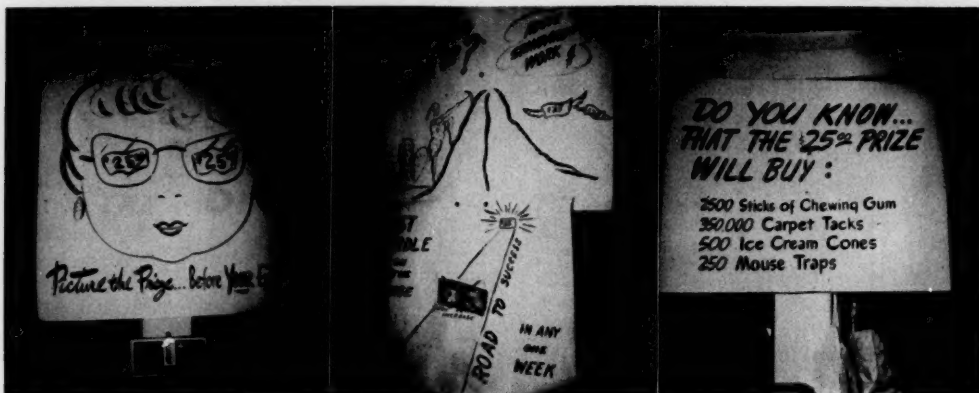


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Posters and advertising prizes given for making efficiency progress were tacked up in cleaning department to help sell employees on incentives. Same signs and prizes are now at work in laundry department of plant

equal to one hour. Dividing one hour, 100 points that is, by the garment per hour figure gives the points per garment. Employees are paid by the 100-point-hour after after they have reached 100 percent efficiency. Working eight hours then, an employee might process garments totalling 900 points.

How much can be paid for incentive work? Computing this is a matter of budgeting and common sense. Cost studies are necessary to determine what productive labor costs should be in relation to selling price. This figure, and perhaps an adjustment to make a sufficient gap between union scales and the rate at incentive earnings, determine incentive scales. Invariably, what is paid to employees at 100 percent and above will result in a lower cost per garment than at 65 percent. Extra dividends paid in employee satisfaction and reduced turnover are not readily measurable, but are nevertheless present.

The Foussards insist that next to the need for

qualified industrial engineering help to set up the plan, employee interest is the greatest single factor in determining the success or failure of incentives. Another tip they pass along concerns hiring workers to fit the system. They find that it is easier to teach an inexperienced worker than to "unlearn" an old hand, even though it takes longer.

Has the engineering, the budgeting and cost accounting, the coaxing and the training paid off for Model substantially? Indeed it has. Labor costs are constantly being lowered while volume is rising. In 1949, while doing only \$1800 a week, productive labor costs were 31 percent. In 1950, volume was up to \$3000 and labor costs down to 27.1 percent. This year, a record for Model, volume is at its present \$5500 high, and productive labor costs have dipped to 23.5 percent. What is more, with almost all employees well above 100 percent efficiency, volume is \$1000 above the original maximum capacity of the drycleaning machinery. ●

MODEL LAUNDRY AND CLEANERS
DRY CLEANING DEPARTMENT
ST. PAUL, MINN.

DAILY PRODUCTION RECORD

NAME _____

CLACK NO. _____ DATE _____

DEPT.	UNITS PRODUCED	PTS. PER UNIT	TOTAL POINTS	CLACK RECORD CUT
Wash (tags)				
D.C. (pounds)		1.11		
Sport (S) (pcs)		2.68		
Sport (W) (pcs)		1.45		
Wet Clin (pcs)		4.00		
Trousers (pcs)		2.05		
Group (pcs)		2.00		
Tuxedo (pcs)		.08		
Assembly (tags)				
Bag & Ship (tags)		1.18		
Finishing (Computed on reverse side)				
Struggle				
Time				
Straight Time Hrs. _____		X Incentive Rate = _____		
Points/100 _____		Total Daily Earnings _____		

(Side 1)

FINISHING

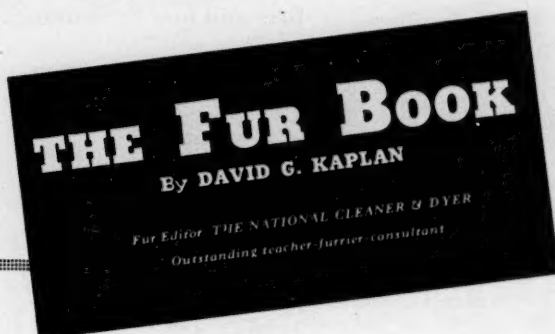
NO.	ITEM	TALLY	TOT. PCH.	PT. VAL.	TOT. PTH.
1	Plain Wool Melrose			4.45	
2	Plain Silk Melrose			2.47	
3	Melrose			12.07	
4	Silk			4.00	
5	Plain S or W Melrose			1.00	
6	Plain S or W Melrose			1.00	
7	Silk Camis			1.00	
8	W. Top Overalls			4.00	
9	Women's Camis			4.00	
10	Children's Camis			4.00	
11	Slacks, Plain, W. Camis			2.00	
12	Plain Dresses			2.00	
13	Over S Pl. Dresses			12.00	
14	Plain Formal Dresses			20.00	
15	Plain Formal Dresses			20.00	
16	Plain Formal Dresses			20.00	
17	Slacks, Plain, W. Camis			2.00	
18	Wool Suits, Jackets			4.00	
19	Wool Suits, Jackets			4.00	
20	Wool Suits, Jackets			4.00	
21	Wool Suits, Jackets			4.00	
22	Wool Suits, Jackets			4.00	
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24	Wool Suits, Jackets			4.00	
25	Wool Suits, Jackets			4.00	
26	Wool Suits, Jackets			4.00	
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47	Wool Suits, Jackets			4.00	
48	Wool Suits, Jackets			4.00	
49	Wool Suits, Jackets			4.00	
50	Wool Suits, Jackets			4.00	

Management control records show points assigned to each operation. Front of form (left) shows how hourly and incentive rates are computed. Back of form (right) shows points for garments processed in finishing department

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Protect Yourself and Your Customer

Various causes of cleaning plant fires and how to eliminate them

By JOSEPH R. O'HANLON*

Manager, National Indemnity Exchange

THE LOSS RECORD in drycleaning has shown considerable improvement since the cleaners' insurance Exchanges were organized. This improvement is largely due to the use of high-flash solvents which have almost eliminated static fires in washers and extractors.

When a fire occurs in either of these machines, the solvent should be checked and it will probably be found that through a mistake in delivery or otherwise a low-flash solvent has been mixed with the regular solvent. A mixture containing a small amount of gasoline or naphtha is more dangerous than a straight low-flash solvent because it is more likely to furnish the right amount of gas for an explosive mixture. This is covered by a range of approximately 94 to 98 percent air to gas. Above or below these percentages gas will burn but it will not explode.

When the temperature of any petroleum solvent is raised above its flash point, its safety features disappear. Even today more than 30 percent of all cleaning-plant fires occur in tumblers and dryroom equipment. These losses could be greatly reduced if more attention were given to the proper regulation of temperatures and humidity control to prevent static. A tumbler which is kept thoroughly clean and operated at a temperature of 150 degrees with slightly moistened air will seldom cause trouble.

Other Common Fire Hazards

While most cleaning plant fires are caused by hazards common to the industry, the most serious fires are those involving the finishing department. These often start from causes which have no relation to the use of solvents. Ten percent of the cleaning plant fires are caused by cigarettes and careless smoking. The fire

which is discovered an hour or two after closing time can usually be traced to a carelessly discarded cigarette or the failure to disconnect pressing equipment.

Stokers and oil burner equipment are frequent causes of fires largely due to lack of proper servicing of motors and electrical controls. Defective extension cords and wiring are also the cause of many fires.

A recent addition to the drycleaners' troubles is the synthetic shoulder pad. They flare up in tumblers, in dryrooms, in baskets of clothing and even on wind-whips. As chemical analysis has found nothing in the shoulder pad to cause fire, we have come to the conclusion that being spongelike they simply retain sufficient solvent after extraction to give off a gas which is ignited by static or spontaneous combustion.

Preventing Storage Vault Losses

One of the big cleaning plant hazards is the storage vault, not so much from the frequency of fires but on account of the possibility of a big loss.

The best material for a vault is concrete. The walls should be at least eight inches thick with at least a six-inch reinforced slab on top and a two-hour fire door. If properly laid, brick, tile or concrete blocks can be substituted for concrete in the walls, but as ordinarily constructed they offer very little resistance to burglary and may allow moisture to enter the vault, especially if it is below ground level.

Provision for drainage is important in the basements of vaults as they may be filled with water in case of flood, sewer stoppage or by the fire department if a fire occurs upstairs. All wiring should be in conduit. The lights should be at least two feet from the garments and the light switch outside the vault and preferably arranged so that the vault door cannot be closed when the lights are on.

The ideal fire protection for vaults may be provided by installing an automatic CO₂ system. Water sprinklers are not recommended because of the danger of water damage to garments.

Vault equipment which has come into use in recent years, such as fumigators, ventilators and other motor-driven equipment, has considerably increased the fire hazard. All of this equipment should be designed to be installed outside the vault with automatic closing devices in the openings through the walls. The only large vault loss the Exchanges have had was caused by a defective fan motor.

The size of the vault is an important consideration. No vault should have a capacity for more than \$250,000 in storage values. If more space is needed, an additional vault should be provided.

The over-all fire record of vaults in the cleaning industry has been good, but insurance companies are cautious and a very few large vault losses could easily



"I suppose, with you laundry owners, 'water on the knee' is considered an occupational hazard, eh?"

* From a talk at the 41st annual NICD convention.

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make it difficult to obtain insurance and would certainly cause a considerable increase in the low rates now charged for vault insurance.

To Reduce Burglary Losses

It may be a surprise to you to learn that the number of burglary and theft losses of all kinds in drycleaning plants is more than twice the number of fire losses. However, because theft and burglary losses are comparatively small and very seldom exceed \$3,000 or \$4,000, the total burglary and theft loss is much less than the loss by fire.

If side and rear windows and doors of every plant were equipped with bars and night lights left burning in the office and finishing departments the burglary hazard could be reduced one-half.

Construction for Safety

In the actual construction and layout of plants, there has been little advance in fire protection in the past 30 years. As a matter of fact, the chief consideration these days is workflow. It is not unusual now to find a plant with everything from cash register to boiler in one room with no fire walls, fire doors or fire extinguishers.

This is a far cry from the kind of plants built in the early 20's when the finishing departments, cleaning rooms, boiler rooms and tumbler rooms were all separate with fire walls and fire doors between. In some cases, large plants had two cleaning rooms and two tumbler rooms as a safety measure in case one should be shut down by a fire.

It is agreed that since the introduction of Stoddard solvent, 140F and synthetic systems it is not absolutely necessary to take so many precautions. **However, leaving out the consideration of insurance and its cost, as a matter of business it is wise to divide a plant so that a fire in one department will not affect the whole layout.**

There have been many fires in cleaning rooms and in finishing departments where a little outside help from another plant or the quick installation of equipment in a nearby building or branch store permitted the plant to continue in operation. On the other hand, there have been several cases where plants were shut down for from three to six months to rebuild and were never able to regain their old volume. When customers go to another plant they often find the work satisfactory and it is hard to get them back.

The Exchanges have only in very exceptional cases issued insurance on a plant unless the cleaning room was separated from the finishing department by brick, concrete or tile walls with fire-resistant doors. Also, the cleaning room must be one story without a basement.

In the 35 years they have been in operation, the Exchanges have paid hundreds of fire losses of which not more than four or five losses were total. In the settlement of losses they have always made a practice of giving policyholders the maximum protection possible under their policy contracts. The fact that 277 plants have carried insurance with the Exchanges for 15 to 30 years indicates that this policy makes friends.

Exaggerated Customers' Claims

On customers' claims the same rule applies. The honest claim is paid promptly without argument. The majority of customers will make out a claim blank honestly, but it is a good idea to insist that claim forms be signed before a notary. Even the cheater will think twice before he swears his three-year-old \$50 overcoat was brand-new and cost \$100.

To attempt to hold customers by overpaying claims will not pay in the long run. An honest attempt to be fair will hold the reasonable customer and the one whose trade you have to buy will always be a liability.

One development of the last few years is the excess liability claim. In the old days if a coat were placed in storage for \$100 valuation, in case of loss the owner would accept \$100 and say no more about it. Now, there are a considerable number of cases where a customer will claim the coat on which he had \$100 valuation was worth \$500, and in some cases they collect.

This condition was to a large extent brought about by insurance companies. Most of these are subrogation claims made by insurance companies which have paid the owner of the garment under a floater policy or off-premises coverage of a fire policy and are trying to get the money back from the cleaner.

There are three ways to avoid this difficulty: First, insist that each customer place a fair valuation on his storage garment; second, have the customer sign an agreement that the valuation shown on the storage receipt is your limit of liability; third, carry excess liability insurance which can be added to your regular storage coverage.

The Exchanges recommend the first two plans. If the public once learns that they can collect the full value of a garment regardless of the declared value, within a short time all storage will be declared at the minimum valuation. The result will be that the cleaner will receive less storage charges and eventually will have to pay a higher rate for his storage insurance.

It will never be possible to entirely eliminate cleaning plant losses, but the Exchanges have a considerable number of plants which have been policyholders for more than 20 years without a loss. Yet losses occur quite frequently in some plants. We believe that in loss prevention management is a big factor.

Good housekeeping and regular servicing of equipment from boiler room to finishing department are the two most effective fire preventives.

In the past 25 or 30 years the rates on fire and bailee insurance in the cleaning industry have been reduced at least 50 percent. This reduction was almost entirely due to the disappearance of low-flash solvents. **Before any further reductions can be expected, there must be a general improvement in cleaning plant construction. That it can be done is proven by the low fire rates which now apply on some of the better plants.**

We hope that in the near future some cleaner with the pioneering spirit of the founders of the industry will build a really modern cleaning plant. This will be a one-story building of fireproof construction with daylight lighting, filtered air ventilation, regulated humidity and temperature, all steam-heated equipment insulated, departments separated by fire walls and fire doors, all rear, side and roof openings designed to prevent burglary, and the entire plant equipped with a modern carbon dioxide fire-extinguishing system. The owner of such a plant would have no need to worry about his fire-insurance costs. ●

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Engineering Section

Helpful Tips For Good Trap Performance

By JOSEPH C. McCABE
Engineering Editor

LAUNDRIES EQUIPPED with flatwork ironers—roll and chest or cylinder—presses, tumblers need steam at from 85 to 100 psig. (pounds per square inch, gage). In some flatwork ironer installations pressures are carried as high as 125 psig., mostly to overcome faulty drainage of condensate from these steam users. Yet there is no excuse for poor drainage if efficient traps of the right size are used.

To get the right size trap you need to know first the steam load of the equipment and then the differential or operating pressure across the trap orifice. Table I, published by the American Institute of Laundering, helps you determine the condensation rate. Any reliable trap manufacturer can supply you with the capacity ratings of his line.

Trap Selection

In an earlier issue we pointed out some of the factors to consider in selecting a separating trap for any installation. One of these points can bear repeating. That

Table I. Maximum boiler horsepower requirements for flatwork ironers

Size, inches	Type	Hp. Breakdown per Roll or Cylinder	Approx. lbs. steam/hr.*
100-110	4-roll	About 2.25 hp. for each of first two rolls; 1.25 for each of last two.	7.0 241.5
120	4-roll	2.5 hp. for each of first 2 rolls; 1.5 hp. for each of last 2 rolls.	8.0 276.0
100-110	6-roll	2.25 hp. for each of first 2 rolls; 1.25 hp. for each of last 4 rolls.	11.0 379.5
120	6-roll	2.5 hp. for each of first 2 rolls; 1.75 hp. for each of last 4 rolls.	12.0 414.0
100	8-roll	2.25 hp. for each of first 2 rolls; 1.7 hp. for each of last 6 rolls.	14.5 500.3
120	8-roll	2.5 hp. for each of first 2 rolls; 1.8 hp. for each of last 6 rolls.	16.0 552.0
40x120	2 cyl (Ash)	5 hp. per cylinder.	10.0 345.0
48x120	1 cyl (Ash)		8.0 276.0
24	1 cyl (Monitor)		8.0 276.0
30	1 cyl (Monitor)		12.0 414.0
48	1 cyl (Annihilator)		11.0 379.5

* One boiler horsepower (bhp.) is equivalent to about 34.5 lbs. of steam/hr.

is that relieving capacity of a trap has little relation to pipe size or physical dimensions. One type of one-inch trap may discharge 2,000 pounds of condensate per hour at a given pressure. Another of the same size discharges 15,000 pounds under the same pressure conditions, Table II. One trap may weigh four pounds and another 40, yet both have only one-inch connec-

Table II. Discharge quantities in lbs./hr. for different 1-in. traps

Differential pressure, psi., across orifice					Differential pressure, psi., across orifice				
30	50	100	125	150	30	50	100	125	150
3,500	3,100	2,450	2,900	2,000	2,200	2,530	2,000	2,250	2,500
4,500	4,500	4,200	3,400	3,700	3,500	3,200	2,800	2,600	2,400
6,200	7,500	10,000	8,000	8,600	12,600	10,500	8,500	6,300	5,775
6,800	6,300	6,200	6,700	5,700	4,700	4,350	3,750	3,500	3,200
9,800	9,000	10,400	10,900	9,500	1,710	2,100	2,830	3,175	3,500
4,700	5,600	6,200	6,400	6,600	2,060	2,500	3,250
13,300	10,500	10,450	7,370	8,000	3,583	3,339	3,030	2,640	2,890
6,450	4,615	3,030	2,895	2,575	2,500	1,440	580	650	700
6,300	6,200	5,500	4,780	4,800	8,200	7,940	4,720	4,380	4,040
4,360	5,050	3,260	3,480	1,990	15,400	10,340	6,520	6,070	5,620
7,000	8,000	5,550	3,870	4,470	2,900	3,500	4,400	4,700	4,900
....	1,900	2,810	3,200	3,600	1,985	2,425	3,215	3,550	3,870

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Photo courtesy of V. D. Anderson Co.

Fig. 1. Good arrangement of traps for a chest type ironer. Each roll is trapped. Traps are readily accessible for easy maintenance

tions. Trap capacity depends on the unrestricted area of the discharge orifice.

But once you've selected the trap and feel sure it's the right one for the job all your precautions can go for naught if the trap is not put in right or kept in good working order.

For trapping flatwork ironers of the roll and chest type put in a separate trap for each unit, Fig. 1, and equip the trap with an air eliminator (See SLJ, July 1951, page 66). One trap manufacturer recommends a different type trap with a built-in air bypass for the first roll. The reason is that this first roll handles cold, wet pieces so that more steam condenses in the first chest than any following ones.

In the case of cylinder type flatwork ironers the cylinder handles so much steam per machine, Table I, that separate traps for each ironer are a must. In addition, each trap should provide for air release.

Laundry and dry cleaning presses also, Fig. 2, need individual traps to insure good drainage and quick

air release. This same reasoning holds good for drying coils. They require separate traps to (1) prevent air-binding from short circuiting steam and, (2) supply ample air release outlets for more even heating of coils.

Installation Tips

Good operation and low-cost maintenance start with proper installation. Hard-to-get-at traps are neglected. Easy access encourages regular inspection. Uniform piping connections make light work of removing and exchanging traps for inspection and repair. Where you can, it's smart operation to put in test valves and a tee in the trap discharge to check trapping action.

A bypass, Fig. 3, around a trap permits adequate drainage and removal for repair when no spare is available. But don't forget that this bypass could cause you trouble if it is left open when you put the trap back in and are operating normally.

Here are some good sound pointers to follow when you are putting in traps: (Continued on page 70)

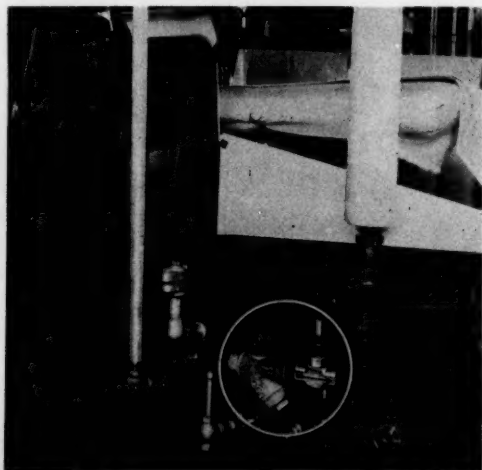


Photo courtesy of Yarnall-Waring Co.

Fig. 2. A strainer should be located in front of each trap

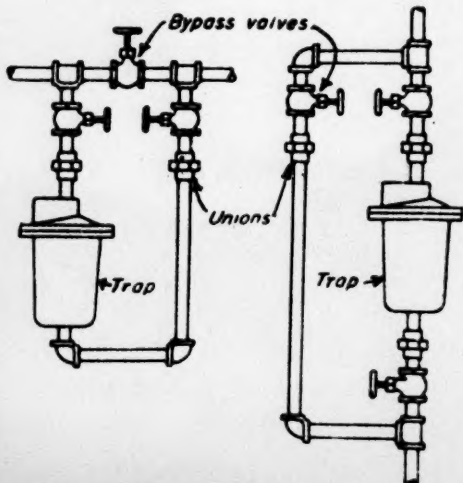


Fig. 3. Examples of horizontal and vertical bypass arrangements

Which

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Faster Heat-Up

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proper trapping. Ask for
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855 Wood St., Three Rivers, Mich.

(Continued from page 68)

1. Connect them close to and preferably below the unit they drain, Fig. 1.
2. Make them easy to get at for ready maintenance.
3. Install in upright position.
4. Put in a bypass, Fig. 3, where continuous operation is essential.
5. Use shut-off valves and unions on both inlet and outlet to make removal easy.
6. Put strainers in ahead of all traps, Fig. 2.
7. Be sure trap inlet and discharge connections are made up right.
8. Blow out the line before you connect the trap.
9. Avoid unnecessary U-bends. (They'll only obstruct free flow and cause steam-binding, Fig. 4. A slug of

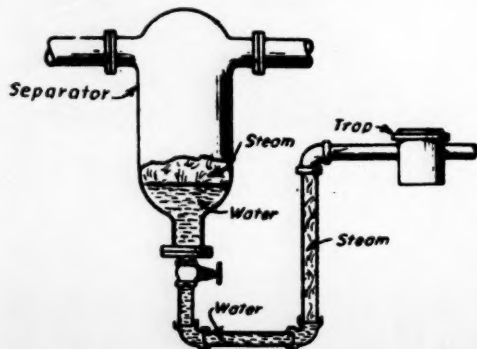


Fig. 4. Avoid U-bend layouts of this type

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water flowing toward the trap immediately after discharge that slows up and finally just lies in the pocket until steam, remaining beyond the pocket and in the trap chamber, condenses.)

10. When locating a bottom inlet or inverter bucket trap above the unit being drained put in a check valve on the inlet line close to the trap to prevent back flow and loss of water seal, Fig. 5. A U-bend or a lift fitting drains the lower coil to an overhead trap. (Note: A trap will operate above the system it is draining only if it has enough capacity at the differential pressure available and there is enough pressure to lift the condensate to the trap.)

11. Where traps discharge into a common line install a check valve in each trap discharge to prevent back flow from other units or drainage back to an idle unit. (This trouble pops up most often with an overhead return line.)

12. When condensate flows vertically downward to a trap a heavy rush of water may choke the line and prevent backward escape of trapped steam. This steam has to condense, then, before the downrushing water can enter the trap. In this case vent the trap chamber back to the line. ●

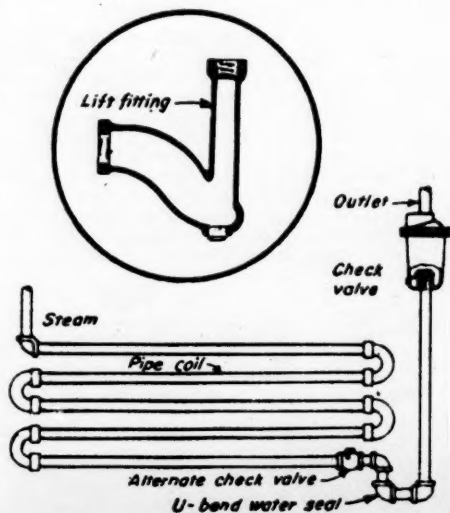
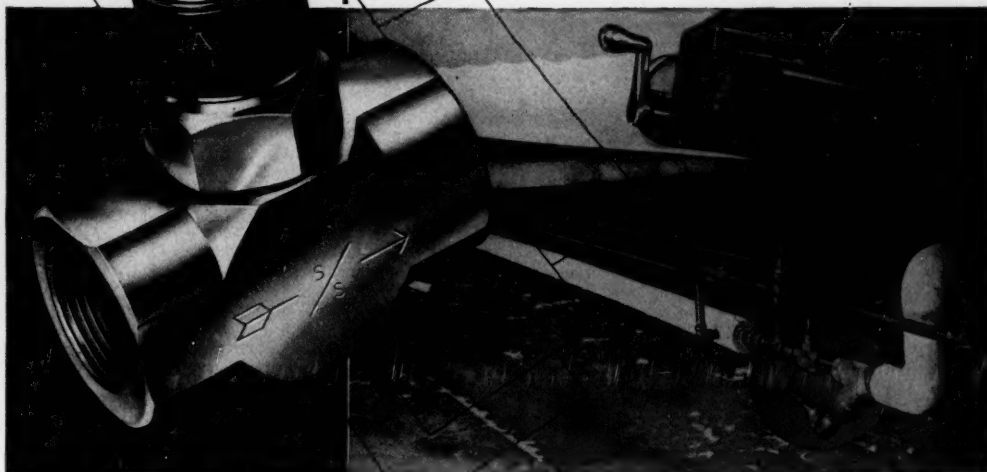


Fig. 5. Traps elevated above units need check valves

roll out the flatwork ... 50 ft. more per minute



It happened in a Kansas City Laundry . . . one 8-roll flat work ironer was equipped with a 1½" Yarway Impulse Steam Trap. Another identical machine had a 2" conventional-type trap.

When pyrometer readings were taken to check performance, it was a real eye-opener. On the Yarway-trapped ironer, temperatures were 335° to 340° on each chest—on the other 310° to 320°. But the real payoff was in production. Because of the higher temperatures, the Yarway equipped ironer operated at 110 ft. per minute, compared to only 60 ft. per minute for the other!

That's an example of what we mean when we say Yarway Impulse Steam Traps are designed to increase production—by sending the most premium B.T.U.'s at top temperatures into your process or product. *They get equipment hotter, sooner . . . and keep it hot.*

Add these features—small size, easy installation, one moving part, low maintenance, low cost, good for all pressures.

Many thousands of plants are using Yarway Impulse Steam Traps with outstanding success. Over 750,000 Yarways have already been installed . . . 216 industrial distributors stock and sell them. There is one near you.

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Should You Change Fuel?

By J. G. BERGER, Consulting Engineer

MANY A LAUNDRYOWNER wants to know if he should convert to oil or gas firing. Although a complete answer to the problem usually requires an engineer's analysis, it is possible to calculate the answer yourself with fair accuracy. (If the fuel situation becomes very tight, the question will become an academic one—everyone will have to burn whatever he can get. Let's assume, however, that a choice of fuels will be available.)

Several factors enter into the problem. Some of these are: (1) what are the steam requirements in proportion to the size of the boiler; (2) can the existing boiler be oil or gas fired practically; (3) how do investments and returns compare; and (4) is space a factor.

If, by changing to fuel oil or gas, the fireman can be used to do repair work on the laundry machinery or help in the washroom, a certain proportion of his wages can be taken off the power plant cost and put to work in the production or maintenance end of the business. It is not difficult to figure the yearly power cost saving of this step.

Then consider the costs of coal, fuel oil, and gas. These may be figured as follows. Assume, for example, that coal, at 14,000 Btu. per pound, costs \$12 per ton; fuel oil, at 150,000 Btu. per gallon costs \$.06 per gallon; and natural gas, at 1,100 Btu. per cubic foot, costs \$.60 per cubic foot.

We will assume that the efficiency of the present coal firing is 65 percent; of oil firing the present boiler, 75 percent; and using natural gas with the present boiler, 80 percent.*

Six dollars buys one-half ton of coal. Multiply 14,000,000 Btu. by .65 and we see that the one-half ton will provide 9,100,000 Btu.

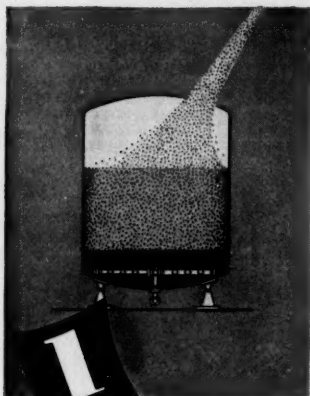
Six dollars also buys 100 gallons of fuel oil. 15,000,-

*These efficiencies are important. The coal firing efficiency may be figured by running simple CO₂ and flue gas temperature tests and plotting the test results on the efficiency chart on page 83 of the 1950 GUIDEBOOK. If the old boiler is fired with oil or gas, the efficiencies stated above may be assumed. Of course, a new oil or gas fired boiler would provide higher efficiencies.



"You might like to know, this lost marking-pen you bought me doesn't write worth a damn under water!"

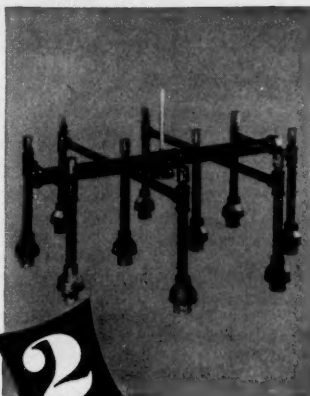
Three Ways to Get MORE SOFT WATER



By Refilling Your Water Softener With New High Capacity Elgin Zeolite you can get 3 to 10 times more soft water.

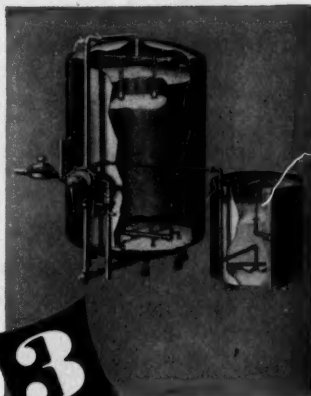
Think of it, from 3 to 10 times more soft water from your present water softener by simply refilling it with one of Elgin's new high capacity zeolites. Here is a dividend-paying investment you can't afford to pass up. In addition, regeneration will be required less frequently with savings in regeneration time and salt costs.

Replacement of lost or worn-out zeolite also will provide increased soft water output. All types of zeolite are available for immediate delivery.



By Equipping Your Water Softener With An Elgin "Double-Check" Manifold System which permits the use of a deeper zeolite bed to further increase capacity as much as 44%.

The ingenious Elgin "Double-Check" manifold system makes it possible to place far more zeolite in a water softener and to utilize it more efficiently. Capacity increases of as much as 44% can be secured. Loss of costly zeolite will be prevented too. Higher brining and backwashing efficiencies will be obtained. Here is another low cost answer to the need for more soft water.



By Installing A New Elgin Water Softener of "Double-Check" Design which gives up to 44% more soft water than softeners of conventional design.

Where new equipment is required, here is today's outstanding buy. Size for size, the Elgin Water Softener of "Double-Check" design delivers up to 44% more capacity than water softeners of conventional design. This big increase is due to the ingenious "Double-Check" manifold system of the Elgin which permits far more zeolite to be placed in the softener without zeolite loss. Get the facts about this amazing water softener before you buy.

Check Your Water Softener Requirements NOW

Avoid the trouble and expense of hard water. Be assured of getting an adequate supply of zero soft water for the critical months and years ahead. You'll be glad you

did — because soft water cuts costs while improving quality of service, and you will never make a better dividend-paying investment.

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to 225 lbs.; weight
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000 times .75 gives us 11,250,000 Btu. from this much
fuel oil.Our six dollars will buy 10,000 cu. ft. of natural gas.
11,000,000 times .80 gives us 8,800,000 Btu.The figures show, then, that fuel oil provides the most
Btu. for our money, under these circumstances.If we further assume that our feedwater is very hot
and we can make a pound of steam with only 1,000
Btu., we can see that our six dollars will buy 9,100
pounds of coal-fired steam; 11,250 pounds of oil fired
steam, and 8,800 pounds of natural gas fired steam.Figuring these costs over a 12-month basis, 400 tons
of \$12 coal will cost \$4,800; fuel oil would cost

$$\frac{9,100}{11,250} \times 4,800$$

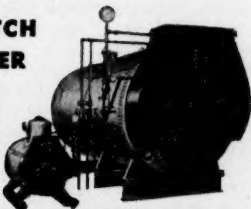
or \$3,882 and natural gas would cost $\frac{9,100}{8,800} \times 4,800$ or
\$4,964 annually.Fuel oil, therefore, would provide a fuel saving of
\$918 per year, as compared to coal, and natural gas
would cost \$164 more than coal.Substitute your own figures for those given in the
above example. If the result looks like a saving, it
might well be worth your while to have a detailed study
made which would figure the investment and tell you
how long it would take to earn enough savings to pay
for the change.**Planning Ahead For
Fuel Oil Rationing**

By J. G. BERGER

FUEL OIL IS ALREADY being allocated to dealers,
with quotas based on their experience requirements.
Everyone hopes for the best, but the prudent laundry-
owners are preparing for the worst. Those that burn oil
are considering *now* how their boiler rooms would be af-
fected if fuel oil is rationed again.Many conventional boilers, including water tube, fire
tube, HRT, Scotch marine, integral water tube types,
straight tube types, etc., can be either coal or oil fired.
It is often impossible to save the oil firing mechanism
when converting to coal firing, but in many cases it is
possible to fully cooperate with the war effort without
harm to your power plant. There are very few, if any,
packaged boilers that can be operated on coal firing.In some oil fired boilers it is possible to coal fire from
the rear. In fact, during the last war a unique arrange-
ment was installed at the Elite Laundry, Washington,
D. C., in which the oil firing mechanism was left intact
at the front of the boiler while a coal stoker was in-
stalled at the right side. The plant's fuel cost did not
increase, and the boiler continued to carry on at 200
percent of its rated capacity.Plantowners who are considering converting their
coal fired boiler to oil firing will do well to install the
oil firing without disturbing the coal firing any more
than necessary. By pitting in the rear it is sometimes
possible to fire oil from that position. In one case in
Oxford, Maine, the writer oil fired over the top of the
existing stokers of some HRT boilers because the boilers
were set high. This plant could easily go back to coal
firing if an oil shortage forced the situation.

A Boiler WITH ECONOMY A LEFFEL SCOTCH BOILER

Users of self-contained, compact Leffel boilers report fuel savings of from 20 to 40 percent. 17 sizes, 6 to 250 actual horsepower. Sturdy construction permits substantial overloading with safety. Designed to burn COAL, GAS or OIL; easily converted from one fuel to another. There is an efficient Leffel Scotch type boiler, easy to install, ready to go to work in your laundry plant . . . today!



Write for descriptive catalog
The James Leffel & Co.
DEPT. S SPRINGFIELD, OHIO

GI Bill Benefits End for Most Veterans

The seven-year-old GI Bill education and training program closed its doors on July 25 to most World War II veterans who have not actually started training, the Veterans Administration has announced.

Under the law, VA explained, most veterans must have started their courses and have been in actual attendance on the closing date in order to continue, unless they have interrupted their courses for the summer vacation or for other reasons beyond their control.

One such interruption would be the case of a veteran who has had GI training and then returned to active military duty. He will be permitted to resume his training within a reasonable period after his separation or discharge from service.

Veterans not affected by the cut-off date include those discharged after July 25, 1947. These veterans have four years from their date of discharge in which to start courses of GI Bill training.

Qualifications to Continue

Those permitted to pursue post-cut-off-date GI education and training will have to meet certain conditions in order to remain in training, VA said. Among them are the following:

They will be expected to pursue their courses until completion, except for conditions which normally would cause interruption by any student. Once they complete or discontinue their GI Bill courses after the cut-off-date, they will not be permitted to start other courses.

After the deadline, they will be permitted to change their educational objectives only while in training, and then only for reasons satisfactory to VA. Pre-cut-off-date change of course procedures—which gave a veteran the right to make a first change merely by applying for it—will no longer be in effect.

The program so far has cost \$12.6 billion, two-thirds of which, or \$8.6 billion, has gone to the veterans in the form of subsistence allowances. Of the remainder, \$3.2 billion has been paid to schools for tuition, and another half billion was spent for books, supplies and equipment for veteran-trainees.

The average veteran had 40 months of GI eligibility coming to him, but he used only 15 months in training, VA said.

The GI Bill cut-off date for training does not apply to Public Law 16 training for disabled veterans, nor does it affect the GI loan program.

BRUNNER SINCE 1906 AIR COMPRESSORS

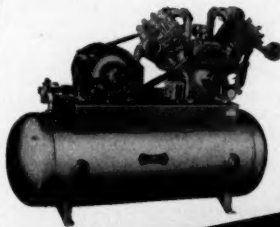
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● The "L" series Brunner Air Compressors have *proven* their right to preference by the dependable, efficient work they are doing in laundries right across the country. Brunner compressors reflect an understanding of what laundry men need and want in air supply. Every Brunner feature reflects nearly half a century experience in successfully applying compressed air to specific uses.



14 MODELS

Horizontal and vertical styles from 1/4 hp to 15 hp. From .87 to 72.5 CFPM free air at 80 lbs. Tank sizes from 20 to 120 gallons.



Brunner literature could be worth plenty in the hands of a man who likes to know just what he is getting for his equipment dollars. We'd like to send it to you. Fill in and tear off this part of the page, then mail it to Brunner Manufacturing Company, Utica 1, N. Y., U. S. A.

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AIR CONDITIONING

Self Contained Units in 4 sizes:
3 — 5 — 7½ — 10 HP.
Remote Installation Types from 3 to 75 HP.
Literature also on request.



N.A.I.L.M. Convention Program

The program of the 12th annual convention of the National Association of Institutional Laundry Managers, to be held at the Sheraton Hotel, Chicago, October 18-20 has been announced. As in the past, the dates of the meeting overlap those of the AIL convention. Delegates will thus be able to take advantage of the LCATA exhibit as well as the excellent NAILM program. The convention schedule lines up as follows:

WEDNESDAY, OCTOBER 17

12:00 noon to 9:00 p.m. Registration, Rooms 809-810.
3:00 p.m. Meeting of NAILM officers and committee chairman in headquarters room.

THURSDAY, OCTOBER 18

9:00 a.m. to 5:00 p.m. Registration, Spanish Court, 5th floor.
9:15 a.m. Buses leave Sheraton Hotel for visit to Swift & Co. soap plant.
12:00 noon Lunch, Swift & Co. cafeteria.
Afternoon Visit to bleach manufacturing plant.
Optional visits to any of three institutional laundry plants: Michael Reese Hospital; Y.M.C.A.; Sherman Hotel. (Buses will indicate plant designation. Return to Sheraton Hotel by street car.)
7:30 p.m. Informal meeting, entertainment, bingo party for members and guests. Tally-Ho Room, 9th floor.

FRIDAY, OCTOBER 19

9:00 a.m. to 5:00 p.m. Registration, Spanish Court, 5th floor.
Registration, Exhibit Hall, Stevens Hotel.
9:30 a.m. Official opening, Boulevard Room, 5th floor, Sheraton Hotel.
Address of welcome, Hon. Herman N. Bundesen, M.D., president, Board of Health, City of Chicago.
9:45 a.m. "The Newer Textiles," George H. Johnson, AIL.
10:15 a.m. "Effective Supervision Requires Skill in Human Relations," Richard D. Vanderwerker, director, Passavant Memorial Hospital, Chicago.
10:35 a.m. "Soap vs. Synthetics," Dr. L. J. Armstrong, B. E. Marsh, research division, Armour & Co.
12:00 noon Lunch.
2:00 p.m. "The Importance of the Laundry to the Overall Operation of a Hotel," Paul E. Lefton, general manager, Schroeder Hotels, Milwaukee, Wisc.
2:30 p.m. "The Personnel Department Looks at the laundry," Norman Bailey, assistant director, Michael Reese Hospital, Chicago.

FOR THE LADIES

12:15 p.m. Luncheon and Style Show, Carson, Pirie & Scott Co.
Complimentary bus tour to points of interest.

SATURDAY, OCTOBER 20

9:00 a.m. to 12:00 noon Registration, Exhibit, Stevens Hotel.
8:30 a.m. "Dutch Treat" breakfast. Speaker (probably from N.P.A.) to be announced.
9:30 a.m. Annual NAILM business meeting, Boulevard Room, 5th floor, Sheraton Hotel.
7:00 p.m. Annual NAILM banquet, grand ballroom, Sheraton Hotel, with entertainment.

Laundryowners Go Fishing

On Friday, June 22nd, members of the Long Island Power Laundry Owners' Association of Nassau County, New York, enjoyed a fishing trip off Erie Island on the south shore of Long Island.

The party included three generations, as the sons and grandsons of the laundry owners came along for

the outing. The day consisted of relaxing in the sunshine, eating lunches packed by the better halves, and of course, fishing for fluke. Prizes for catching the first, second, and largest fishes encouraged the men to pull in as many fish as possible. In the senior group, Morris Birer, William Hempel, I and Andrew Lebkuecher were awarded the cash prizes. Lucky winners in the junior group were Stanley Birer and Irwin Meiselman. After the party docked, the fishermen all enjoyed a fish dinner at Barnacle Bill's Restaurant. Because of the success of the outing, the association members decided to make this fishing trip an annual event.

The party consisted of Sidney and Harold Samuels, Dyckman Laundry, Glen Cove; William Hempel, Walters Laundry, Hempstead; William Hempel, II and III, Southside Laundry, Baldwin; Morris and Stanley Glaser, Peninsula Laundry, Inwood; Arthur Smith and Arthur Jaeger, Vanity Fair Laundry, Great Neck; Andrew Lebkuecher and James Orgars, Federated Laundry, Hempstead; William Rathgaeb, Farmingdale Laundry, Farmingdale; Fred Welti, Richmond Hill Laundry, Richmond Hill; and Irwin and Newton Meiselman, State Laundry, Hempstead.

News from California

The California Laundryowners Association, Inc., has announced plans to meet with laundrymen of Arizona and Nevada for a discussion of mutual problems and the possibility of their joining the California association. The meeting is planned for Las Vegas, Nevada, September 8-9.

Jack Landale, second vice-president of the California group, is now formulating plans for reviving the successful Junior organization of the years before the war. The Junior group met monthly in Los Angeles for discussions of laundry problems, generally with two members preparing short talks on the topic under debate, followed by a round table discussion. From the early group have come such present leaders as Bob Springer, president; Hillis Bedell, Wilbur Kelley, George Wolf, Anton Hookanson, Gren Whyte, Les Bradford, Vincent Fite, Bill Chace, Association Secretary Bob Place, and many others.

The organization has been and will be educational in nature, loosely connected with the California Laundryowners Association, but strictly on its own.



"There must be an advantage to starching-in-the-wheel because so many plants do it!"



The best proof that better results can be obtained with TarGo is by simple comparison. We invite you to compare the stain removal properties of TarGo with that of any other spotter.

We are confident that after a fair trial you will become an enthusiastic user of this distinctive spotter. You will be convinced that you need it in your plant for the removal of tough stains.

TarGo removes stains when other spotters fail. That is why so many laundrymen and dry cleaners rely upon TarGo.

Remember . . . TarGo has no equal!

A. L. WILSON CHEMICAL CO.

38 PASSAIC AVE.,

KEARNY, N. J.

NEWS NOTES from the **ALLIED TRADES**

Steam Trap Selector

A new bulletin listing trap specifications for practically every type of steam using equipment has been recently published by the Yarnall-Waring Company, Chestnut Hill, Philadelphia 18, Pa. The various pieces of equipment are listed in alphabetical order. Next to the equipment name is a brief description of the unit, which is followed by the recommended trap size. Where variation in steam pressures and capacities of the equipment are present, the bulletin provides a table listing the proper size trap for each pressure.

Special sections are included on laundry, hospital, and kitchen equipment.

Also included are safety factors, installation suggestions, and trap capacities given in pounds of condensate discharged per hour.

Wyandotte Continues Product Application Schools

Two groups of Wyandotte Chemicals laundry and textile sales and service supervisors attended product application schools at the home office in June. During

the week-long sessions the Wyandotte supervisors were given instructions in up-to-the-minute methods which produce laundry quality and economy. Considerable time was devoted to the application of new compounds containing the latest chemical discoveries for promoting detergent efficiency.



The photo above shows one of the two groups. Representatives are, left to right: J. P. Robinson, Louisville; E. E. Styles, New York; J. P. Young, Cleveland; J. W. Kelley, Chicago; R. W. Chapman, technical service dept., Wyandotte; Anthony Clouch, Boston; W. B. Appleby, manager, laundry and textile detergents; J. E. Dongieux, Jackson, Miss.; Howard E. Hastedt, technical service dept., Wyandotte; Harry W. Conroy, Kalamazoo; William Eddy, New York City; Charles Hadley, Atlanta; and Arnulfo Arroyo, Havana, Cuba.

These men visited the Company's plants at Wyandotte, Michigan, and inspected construction progress on the new Wyandotte Chemicals Research Laboratories.

The Wyandotte Research Center, of which the new laboratories building is a part, will permit Wyandotte Chemicals to increase its contributions to the defense program and to American industries.



THIS new booklet, filled with facts from operating records of successful laundries throughout the country, shows how Oakite materials save in

Break: Oakite Penetrant, added to soap, penetrates, wets load faster . . . loosens and suspends bulk of soils . . . minimizes tensile strength loss. Can't be beat for work clothes, wiping rags, cotton waste.

Suds: Oakite Composition No. 53 brings dead soap to life . . . sequesters insoluble salts, lime content . . . prevents graying of clothes . . . often saves water, heat, time by eliminating one rinse.

Heat Transfer: Cut fuel costs by regular cleaning of heat reclaimers with Oakite Stripper M-3 . . . quickly removes insulating deposits of soap, grease, soils, lint . . . steps up heat transfer efficiency.

"Facts" tells about other Oakite laundry short-cuts, too. And it's free. Write Oakite Products, Inc., 22B Thames St., New York 6, N. Y. No obligation.

SPECIALIZED INDUSTRIAL CLEANING
OAKITE
 MATERIALS • METHODS • SERVICE

Technical Service Representatives in Principal Cities of U. S. & Canada

Husband-Wife Sales Team Appointed by Cook

George W. Crabb has been appointed sales manager of the Cook Machinery Sales Company, Dallas, Texas,



SUE CRABB



GEORGE W. CRABB

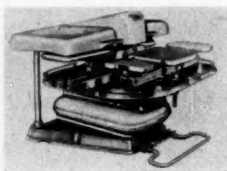
and will be assisted by his wife, Sue Crabb, as special sales representative, according to announcement by John M. Cook, president.

The husband-wife sales team has been prominent in the drycleaning and laundry industry throughout the Southwest for the past eight years. Since the first part of 1950, George and Sue Crabb have been part of the sales force of the Cook Machinery Sales Company. Prior to this period they were with a Houston laundry and cleaning machinery manufacturer for seven years. In this capacity, George Crabb handled the sales of laundry and dry cleaning equipment, while Sue Crabb specialized in parts and service.

With the Cook Machinery Sales Company, George and Sue Crabb will continue to operate as a sales team. This not only includes working together, but traveling together. "A husband-wife team is a natural for the industry," states John M. Cook. "The majority of drycleaning plants and laundries are operated by a husband and wife. The combination of George and Sue Crabb will enable the Cook Machinery Sales Company to better serve the jobbers and plant owners throughout the country."

One-Girl Shirt Unit

The Reliable Steam Pressing Machine Co., 175 Bergen Street, Newark 3, N. J., exclusive distributors of Auto



"Twin-Rapid" General Purpose presses, has announced the availability of the "Twin-Rapid" Combination Shirt Press. Like the general purpose press, it features the patented, automatic-rotating design with twin bucks and foot control. The collar, cuff and sleeve buck are on one

side, with the body and bosom buck on the other. Press capacity, states Reliable, is 20 to 30 shirts per hour, including folding by the same operator. The distributor suggests that the unit may be the answer for automatic laundries who wish to increase service and dollar volume with minimum equipment and labor costs.

Descriptive literature on both the shirt and general purpose presses is available from Reliable.

Pennsalt Announces New Line of Neutralizers

The Pennsylvania Salt Manufacturing Company recently introduced a new line of Erustomatic Neutralizers for laundry and textile use, with the announcement of two products—Erusto-Max and Erusto-Ray.

Both products contain the adjuvant, Lexite, an improved brightening ingredient that will not react with bleach, alkali or soap to build up yellow off-colors in the fabric. Sparkling whites are produced and colors appear bright and clear, Pennsalt states. With the use of Lexite, the blue operation is said to be unnecessary and may be eliminated.

Erusto-Max has an extremely high neutralizing value and can be used dry-to-the-wheel or in solution. It is said to be excellent for use in automatic wheels.

Erusto-Max is applied to the wheel in the same manner as conventional laundry sours and, when properly used, automatically holds souring to a neutral range within the wheel and completes the neutralization process as fabrics are ironed, tumbled or dried. It eliminates any flatwork rolling that might be attributed to linens being in an over-soured state before ironing.

Intended for use on whites, colors and flat work, Erusto-Max may be safely used on cottons, nylons, rayons, silks and woolens.

Erusto-Ray, on the other hand, reacts more in the manner of conventional sours and is intended for dry-to-the-wheel use only. It has a high neutralizing value—less than Erusto-Max, but higher than many conventional sours.

Erusto-Ray will prevent or greatly retard the precipitation of rust from the water supply. This is especially important in areas where iron in the water supply is a problem.

When using Erusto-Ray, neutralization is completed in the wheel and does not progress with drying or ironing, as is the case with Erusto-Max.

Subsequent to the development of Erusto-Max and Erusto-Ray, the products were extensively field tested in various parts of the country in order to assure effectiveness under different water conditions.

Pennsalt Service Bulletin No. 9, entitled, "Controlled Neutralization in the Sour Operation," describes Erusto-Max and outlines instructions for its use. Bulletin No. 20 entitled, "How to Produce Sparkling Whites Without Blue," applies to Erusto-Ray. Both bulletins are available from Pennsalt Chemicals, Laundry and Dry Cleaning Department, 1000 Widener Building, Philadelphia 7, Pa.

Diaper Germicide

Roceal, a germicide found effective in the prevention and the treatment of diaper rash, is now being distributed nationally to diaper services, it was announced by E. P. Hassler, assistant sales manager of Sterwin Chemicals Inc.

Recommended method for use of the product in laundries, according to literature prepared by the company, is to give diapers a final rinse in a Roceal solution.

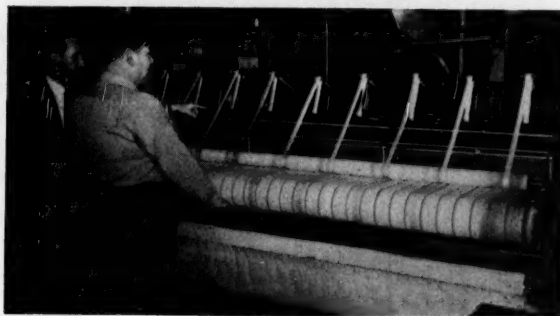
A new use for the home, being suggested by diaper services, is to spray a solution of the quaternary ammonium germicide in the disposal cans to help control the harsh ammonia odors emitted.

Roceal comes in 10 percent and 50 percent solutions. The first is supplied in pints, quarts, gallons and 6½-

For Quality Ironing, Leading Laundries Use

REVOLITE

REG. U.S. PAT. OFF.



Jack Lantz (right), partner in Detroit's well-known Pilgrim Laundry, checks new REVOLITE installation with John Farrell, REVOLITE representative.

The Pilgrim Laundry of Detroit, Michigan, is well-known for the quality of its work. Like leading laundries all over the country, Pilgrim Laundry uses REVOLITE Roll Covers to get both quality ironing and increased output from flat work ironers.

REVOLITE's finer weave means a finer finish, quality ironing that guarantees customer satisfaction. REVOLITE's high heat capacity means hotter, dryer rolls that turn out first-class ironing fast! And REVOLITE's longer life eliminates frequent shut-downs for roll changes—a REVOLITE advantage that reduces costs.

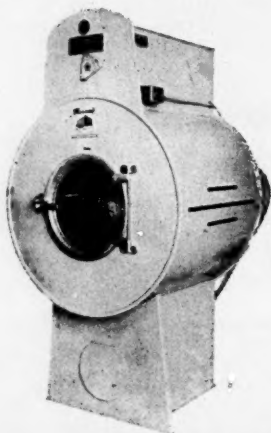
REVOLITE Roll Covers are guaranteed. And REVOLITE "Service From Every Angle" brings you trained experts to help solve the problem of getting quality ironing at lower cost.

Write or phone for complete information and a copy of the REVOLITE written guarantee

ATLAS POWDER COMPANY
Stamford, Connecticut

Service from every angle
... that's **REVOLITE**

BE READY for Fall Drying Profits



HAMMOND STEAM TUMBLERS Laundry — Dry Cleaning

Drying business during Fall and Winter seasons last year reached an all-time high. Many of you were caught with too few or too obsolete drying tumblers. Plan now . . . order your new HAMMOND tumbler today! Immediate delivery if you hurry. Don't wait again this year!

SPECIFICATIONS

- ★ Open End Type with heat resistant glass port.
- ★ Capacity 35 to 40 lbs.
- ★ Shipping Weight approximately 825 lbs.
- ★ Cylinder size—36" x 30".
- ★ Dimensions—39" x 42" x 71" height.

Write - Wire - Phone
HAMMOND BLDG., WACO, TEXAS
Hammond
LAUNDRY-CLEANING MACHINERY CO.

gallon carboys. The second comes in 6½-gallon carboys and 52-gallon drums.

Tested by doctors at the Boston Lying-In Hospital and reported in the *Journal of Pediatrics*, a new method of combatting diaper rash with Roceal cleared 70 percent of the cases within a week, without use of other medicating ointments or powders, the company states.

Coughlan Moves Headquarters



JAMES H. COUGHLAN

Jim Coughlan, who has been handling the Buckeye line of laundry and drycleaning soaps and specialties for the Davies-Young Soap Company in North and South Carolina, Georgia and Eastern Tennessee, has moved his headquarters from Atlanta to Charlotte, North Carolina.

This move, which took place on August 1st, gives him a much more centrally located headquarters, saves him considerable traveling time

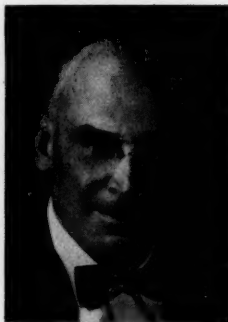
and so enables him to give better service to his customers throughout the territory.

Nicholson Publishes New Trap Catalog

Catalog No. 751 describing Nicholson Steam Traps has recently been released by W. H. Nicholson & Co., 12 Oregon Street, Wilkes Barre, Pa. The 32-page bulletin describes five types of thermostatic steam traps for pressures to 225 pounds; two types of expansion steam traps for pressures to 250 pounds; three types of weight-operated traps for steam, air, and gasoline, with pressures to 1,500 pounds; piston-operated steam traps for pressures to 650 pounds; and three types of steam, air, and gas separators.

The catalog includes capacity tables, installation diagrams, as well as a section containing data, charts, and formulae for determining the proper size trap for specific applications.

Hoffman Honored



N. R. HOFFMAN

N. R. Hoffman, advertising manager for H. Kohnstamm & Co., Inc., was awarded the 1951 Gold Medal Award for business letter craftsmanship sponsored by The Dartnell Corporation, publisher of *American Business*.

Mr. Hoffman is a member of the New York Chapter of the National Industrial Advertiser's Association and is the recipient of several awards for excellence in business letter writing. He has been associated with H. Kohnstamm & Co., Inc., for the past 31 years.

New Overhead Conveyor

Shuler Conveyors, Inc., has announced a new, economical overhead conveyor, known as "Econ-O-Veyor," which, it is stated, includes many of the desirable features of conventional overhead chain conveyors and adds many features which are peculiar to the new design.

For example, the trolleys are on 12-inch centers and are connected by a chain, which makes it possible to hang the load every 12 inches or multiples thereof. The trolleys, however, are of a new type in which each trolley has three ball bearing wheels—two positioned vertically to carry the load and a third positioned on a vertical axis which throws the wheel into the horizontal plane.

The track consists of two spaced parallel "T" bars with a vertical wheel carried on each "T" bar, and the horizontal wheel running between them and in contact with the inside bar on a turn so as to give the chain and trolleys full rolling contact with the track at all times without the aid of roller or traction wheel turns. On vertical turns two additional "T" bars are placed above the other two and the chain chords across between the upper or lower sets of bars depending on whether it is an up or down run.

This full rolling contact feature at all times creates a very low chain pull for a given loading which reduces power consumption, permits lower powered installations to do the work of old type higher powered ones, and increases equipment life.

The use of ordinary mill run "T" bars for track and the elimination of expensive roller turns is said to have greatly reduced the original price of the conveyor. The drive is a caterpillar type of either constant or variable speed as desired. The flexibility of "Econ-O-Veyor" makes it applicable to almost any job, the maker states.

Complete information is available from Shuler Conveyors, Inc., 43 Hutcheson Place, Lynbrook, N. Y.

Level Control Switch

A new Tektor switch making possible level control of practically all liquids and solids has been announced by the Fielden Instrument Corporation, 2920 N. Fourth St., Philadelphia 33, Pa. Liquids may be of high or low viscosity and may have electrical conducting or insulating properties, the company states. No electrical contact is necessary with the material under control. The equipment does not rely on floats, diaphragms, or any moving mechanical parts.

Model AJ-1 Tektor is housed in a dust-tight, splash-proof, die-cast aluminum box, $6\frac{1}{2}$ " x $7\frac{1}{2}$ " x 4" deep, with a screw-on cover. The electrode, connected to the instrument through a 2' length of cable, consists of a simple probe, 4" to 6" long, $\frac{1}{4}$ " to $\frac{3}{8}$ " in diameter, which is inserted into the container at the level at which control is required.

Wagner Named to Clinton Board

The election of Roscoe C. Wagner to the board of directors of Clinton Foods, Inc., was announced recently by Charles W. Metcalf, president. Mr. Wagner, vice-president in charge of operations at Clinton's corn processing division, located at Clinton, Iowa, was also named president of the corn processing division.

Mr. Wagner has been with Clinton Foods for 31



"BOOSTED MY
PRODUCTION
OVER 200%!"

Leef OVERALL SLEEVE

Overall and coverall work can be profitable with a Leef Sleeve. This expanding, steam heated ironing form dries and conditions sleeves ready for the press. It also cuts down the time involved in lays—sleeves are always open at the completion of the lay. Finished with gray iron table and chrome plated arms, the Leef Sleeve occupies only 23x23x58 inches of space. Ask your jobber or write for circular.



Also makers of
Leef Cylinder Bearings



BROTHERS INC.
205 IRVING AVENUE NORTH
Minneapolis 5, Minnesota



9 out of 10 presses USE PRESSTITE CONNECTORS

YOUR GARMENT or laundry presses deserve completely reliable, trouble-free steam connectors. That's why 9 out of 10 presses are originally equipped with Presstite* seamless flexible metal connectors.

WHEN YOU REPLACE your connectors, be sure to ask your jobber for Presstite. For machines originally fitted with swing joints, ask for Steamtite.* Bulletin L-173 shows how to order the right connector for your machine. Send for it today. The American Brass Company, American Metal Hose Branch, Waterbury 20, Connecticut. In Canada: The Canadian Fairbanks-Morse Company, Ltd.

*Reg. U. S. Pat. Off.



wherever connectors must move... *American*
FLEXIBLE METAL HOSE AND TUBING

New Yorkers

Unipress

Leaf

Excelsior

Goldman

Forse

Shedlov-Heinz



years, joining the corporation as an engineer after being graduated with a degree in Engineering from Iowa State College.

In succession, he became assistant shift superintendent, supervisor of operations, manager of operations and, in 1947, was named vice-president of the division's operations.

Hammond Employees Receive Certificates

Six employees of the Hammond Laundry-Cleaning Machinery Co. recently received certificates from Texas



Shown above are, left to right: Mr. Williams; Ed Wheldon; O. C. Strahan; Roy Cone; William S. Hammond, president; Ben Steig; Fred Winslow, vice-president; C. A. Stevens; and D. L. Belcher

A & M College for completion of a four-year supervisors' training course. The graduates were honored at a dinner given by officers of the company at the Roosevelt Hotel in Waco, Texas. Guest speaker was E. L. Williams, vice-director of the Texas Engineering Extension Service. Roger N. Conger, executive secretary of the firm served as toastmaster.

The six employees are all department supervisors at Hammond.

Literature on Steam Cost

"How Increasing Steam Cost Can Save Money," booklet No. 2171 prepared by the Sarco Company, Inc., Empire State Building, New York 1, N. Y., is said to provide genuinely helpful information on the efficient use of steam for executives in the industrial and heating fields. The booklet consists of 16 questions and answers written in easy-to-read, shirt sleeve English.

Some of the questions discussed are: How little steam do you need? Are you getting the best out of the steam used in your process equipment? Are bypasses necessary? What is the right position for a steam trap? and several others.

Needles Named Goodrich President

Ira G. Needles, vice-president of the B. F. Goodrich Rubber Company of Canada Ltd., Kitchener, Ontario, since 1945 has been elected company president, it was announced recently by John L. Collyer, chairman of the board. Mr. Needles succeeds George W. Sawin, president since 1941, who resigned on June 30 for reasons of health.

Mr. Needles joined Goodrich in 1916 and in 1925 became a member of B. F. Goodrich of Canada. He was assistant sales manager of the tire division until 1930 when he was made general tire sales manager. He was elected vice-president-sales in 1945.

In a second announcement Goodrich states that Edgar T. Gregory has been named manager of flat belting sales. Succeeding him as operating manager of the industrial products sales department is Donald E. Schlemmer, it was announced by E. F. Tomlinson, general manager, industrial and general products division.

With the company seven years, Mr. Gregory started as a senior sales development man in his division, and had been operating manager since 1945. He is a graduate of Western Reserve University, Cleveland.

Mr. Schlemmer started with the company 15 years ago at Plant 4, and has been a senior sales development man for the past several years.

James Named Vice-President

Announcement of the election of John W. James as vice-president in charge of research was recently made

by McDonnell & Miller, Inc., Chicago, manufacturers of boiler safety devices and related products.

Mr. James, who joined the McDonnell & Miller organization in 1948 to inaugurate an intensive research program, is widely known in the heating industry for his activities in professional societies, as a consulting engineer, and as author or co-author of many authoritative engineering papers and text books on heating and air conditioning.

Mr. James is best known by many heating engineers for his eight years as technical secretary of the



JOHN W. JAMES

A.S.H.V.E. He is co-author of the text book, "Heating and Air Conditioning," was technical editor of the A.S.H.V.E. Guide for many years; is a contributor to Kent's Mechanical Engineer's Handbook, and is author of a long list of articles in engineering publications.

Diamond Alkali Expands Plant

Diamond Alkali Company has announced plans for an expansion project at its silicate of soda plant at Dallas, Tex. W. H. Evans, the company's general manager of silicate operations, stated that, "this is the fourth time within 10 years the plant has been expanded to meet the ever-growing demand for Diamond chemicals in the booming Southwest."

The new project, estimated to cost several hundred thousand dollars, calls for the installation of a large furnace to supplement the production of three smaller-type furnaces now in operation. The present furnace building will be remodeled to accommodate the expanded facilities.

The Dallas plant was constructed as a one-furnace plant in 1941. A second furnace was added in 1945, a detergent plant was built in 1946, and the third furnace was placed in operation in 1948. Mr. Evans attributes the expansions to ever-increasing demands in the Southwest from detergent, soap, textile, adhesive and silica gel catalyst industries. "When we get into full production with our new facilities early in 1951," Mr. Evans said, "we hope to have sufficient tonnage to meet the increased demands from the catalyst industry as well as an excess supply for use by present customers and new industries."

(Continued on page 84)

For **FASTER** marking
FASTER sorting
 insist on **CLEANSERTAG** tags

Tough Cleansertag can be a real cost cutter in your plant — an easy way to reduce garment identification troubles. The extra-smooth surface easily takes markings—even by pen. And holds them strong and clear in the strongest solutions. Nor is there any shredding, curl or twist—nothing to slow up reading. Obviously, sorting is far faster than with ordinary tags—there are fewer lost garments — lower replacement costs.

Try a **FREE** Sample!

Mark it! Soak it! Tear it!

— and you'll be a Cleansertag fan from then on.

HOLLINGSWORTH & VOSE COMPANY
 EAST WALPOLE, MASSACHUSETTS

Gentlemen:

Please send me free samples of Cleansertag. Also the names of tag manufacturers using this unusual tag material.

Name _____

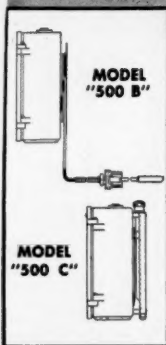
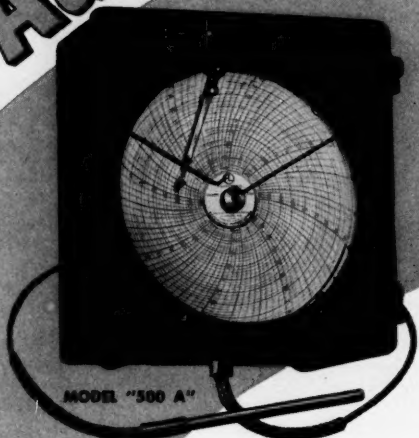
Company _____

Street _____

City _____

State _____

Depend on
AUTO-LITE



Auto-Lite Temperature Recorder shown with flexible tubing for distant reading. Priced from \$42.50. Model "500A" can be mounted on panel board or wall; Model "500B" is portable type; Model "500C" is portable self contained.

for TEMPERATURE RECORDING

You get money-saving, time-saving proof of temperature behavior with this Auto-Lite recorder. It stops doubt and argument—permits more efficient and economical production. Model "500" is available in types shown. Furnished with or without union connection to meet individual requirements. Chart diameter 6". Chart ranges from -40° to plus 550° F. You may have your choice of 24-hour or 7-day operating cycle. Send today for illustrated Catalog describing this and many other types of Auto-Lite temperature recorders and indicators.

THE ELECTRIC AUTO-LITE COMPANY INSTRUMENT AND GAUGE DIVISION

TOLEDO 1, OHIO
NEW YORK • CHICAGO • SARNIA, ONTARIO



(Continued from page 83)

The Dallas plant is one of six silicate plants Diamond operates throughout the country. It has 12 plants in all, and manufactures over 100 basic chemicals.

Streets Honors Five-Year Men

As part of its 75th anniversary celebration, R. R. Street & Co., Inc., is awarding five-year service pins to four members of its technical sales force.



FRED STILES



TOM LEWIS



HARVEY PRICHARD



SAM WALKER

Fred Stiles celebrated his fifth anniversary on March 1. He currently headquarters in Tampa, Florida, and serves Street's customers and jobbers in Florida and Southern Georgia.

Tom Lewis completed five years' service on May 15th. With headquarters in Charlotte, North Carolina, he serves the Central Carolinas territory.

June 1st marked Harvey Prichard's fifth anniversary. He headquarters in St. Louis, serving Eastern Missouri, Southern Illinois and Indiana, and Western Kentucky.

Sam Walker received his five-year pin last month. He works out of Boston, serving customers and jobbers in Southern New Hampshire, Eastern Massachusetts, and Rhode Island.

Time Savers Appoint McCarthy

Time Savers, Inc., Montclair, New Jersey, announces the appointment of Jim McCarthy as field representative in the Midwest area.

Mr. McCarthy is well experienced in the laundry and drycleaning fields. In addition to being a graduate

of the American Institute of Laundering school, he was formerly associated with a prominent laundry machinery manufacturer and large laundries in Washington, D. C., and Elizabeth, N. J.

He will service Time Savers distributors and customers in his area.

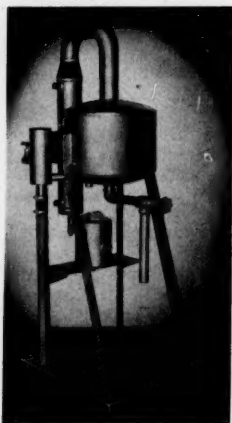
Huron Names Monro

The Huron Milling Company announces the appointment of W. R. Monro as division manager with offices at 13 East 8th St., Cincinnati, Ohio.

Mr. Monro is a graduate of the Ohio Mechanics Institute and has been with The Huron Milling Company as a sales and service representative since 1931 in Ohio, Michigan, Western Pennsylvania, and part of Kentucky. In addition, he was an instructor in the Navy Laundry School in Washington, D. C. for three years.

His office will be responsible for the states of: Michigan, Ohio, Western Pennsylvania, Western West Virginia, Eastern Kentucky, Tennessee, North Carolina, South Carolina, Mississippi, Alabama, Arkansas, Georgia, and Florida. Working under him will be D. W. Ritchie, with headquarters in Atlanta, T. L. Williams, with headquarters in Memphis, and two men in the northern section of the division.

New Independent Still



Manitowoc Shipbuilding Co., manufacturers of synthetic drycleaning units and synthetic recovery tumblers, have added a synthetic solvent still to their line. Designed to fit any synthetic drycleaning machine on the market, it is said to assure a continuous supply of clean, fresh solvent for better quality cleaning.

The still which has a capacity of 40 gallons per hour and may be used continuously or for batch distillation, may be attached to the solvent line of any machine. It requires no pump, operating on 2½ bhp.

The entire unit is simple in design and easily accessible for inspection and cleaning. It comes complete, ready for installation including stand, still, condenser, water separator and necessary valves and fittings.

Heat Exchange Literature

The Heat Exchange Institute announces the publication of the third edition of Heat Exchange Institute Standards for Barometric and Low Level Jet Condensers. The publication covers such important phases as nomenclature, definitions and standards for condenser performance, and information required in the calculation of water requirements. Also covered are vacuum pump capacity, installation, information on atmospheric relief valves, and a series of conversion tables, useful in calculation and installation of this type of jet condenser.

This publication may be purchased at \$1.00 per copy,



Well,
it's
about
time!

It is about time for you to consider the advantages of owning your own LAUNDERETTE SELF-SERVICE STORES and take the first step toward recapturing the great volume of business that has been channeled away from you into other bank accounts.

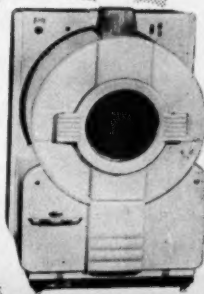
After all, it's not only the most logical thing for you to do. It's the most progressive and far-sighted step you can take... because a LAUNDERETTE Self-Service store can return to you your full share of the volume of business you're not getting business with an unlimited profit potential.

Have you ever considered the LAUN- DERETTE Self-Service store as a pick-up station for the work you handle? Or, have you thought of using it as a feed station of heavy work to your plant—such as sheets or shirts? Have you ever really sat down to evaluate the vast new market of customers it will "open up" for you? And, all this, mind you, IN ADDITION to the proven "regular" activities of the LAUNDERETTE and the profits it earns.

We are the pioneer of the automatic self-service laundry system. Believe us, we're not talking through our hat. The LAUNDERETTE DIDN'T really take any business away from you. Contrary-wise, it ADDED total volume business to the laundry industry as a whole. Whether you weren't able to or weren't willing to take advantage of this method for achieving added volume is relatively unimportant at the moment. Fact is, it's about time you came in for your share of the 300,000,000 pounds of laundry handled weekly by the self-service branch of your industry.

Write Today in Strict Confidence For Details.

C-411
BENDIX
COMMERCIAL
WASHER



NEW YORK TELECOIN CORPORATION

"Originators and Planners of Launderettes and Automatic Self-Service Laundry Systems"

12 East 44th Street, New York 17, N. Y. MUrray Hill 7-7800

Be Sure those Buttons Hold!



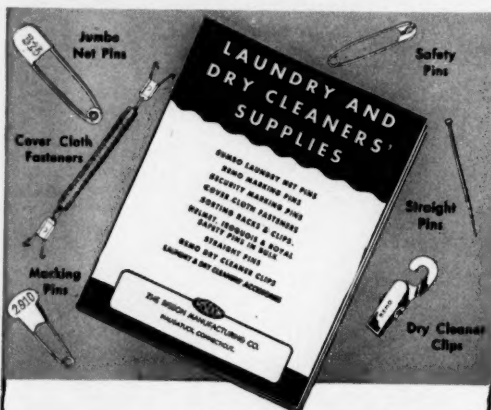
...Sew them on with a
CHANDLER
Button Sewer!

12 firm stitches in only 8 seconds
... last 2 stitches double locks the
button to the material. 500% faster
and superior to hand sewing.

CHANDLER
MACHINE COMPANY
AYER, MASSACHUSETTS

To test Chandler Button
Sewer in your own plant,
ask for free trial offer.

Representatives in
all Principal Cities



Ask your
dealer for
your copy of
this NEW
RISDON
REMO
CATALOG

Have the complete Risdon-Remo line
at your fingertips. Pictures, specifica-
tions and prices make the line easy
to order.

And don't forget the three star fea-
tures of Risdon-Remo service.

- ★ Immediate Shipments
- ★ Complete Dealer Coverage
- ★ A Pin for Every Need

THE RISDON MANUFACTURING CO.

RISDON

KAUATUCK, CONN.

RI-2



Made Especially
for Cleaners
and Launderers

Highest
Quality...

ARMA

Black Marking Ink

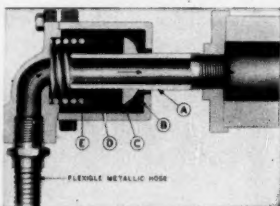
- Penetrates Rapidly
- Quick Drying
- Absolutely Indelible

PITTSBURGH TAG CO.
1112 20 GALVESTON AVENUE
PITTSBURGH 12, PA.

delivery in the United States, from Heat Exchange Insti-
tute, 122 East 42nd Street, New York 17, N. Y.

Johnson Line Expanded

The Johnson Corporation of Three Rivers, Michigan,
has announced that the self-supporting Type S Johnson



Nipple (A) is connected to roll. Carbon
graphite seal ring (B) rotates against
convex surface of nipple collar (C).
Guide (D) supports the joint, is also of
Carbon-graphite. Spring (E) is for initial
seating only. Joint shown is for through-
flow service

Joints are now
available in heavy
duty construction
suitable for operat-
ing pressures up to
250 pounds. The
Type S is used
widely in paper-
making, textile,
and rubber mills,
and wherever heat-
ing or cooling
agents must be ad-
mitted to rotating
rolls.

The Type S is a
specialized varia-
tion of the regular

Johnson Rotary Pressure Joints. It was developed spe-
cifically to combat the threat of misalignment on
machines such as calendars where considerable lateral
movement of rolls is encountered.

Before now its application was limited to a ceiling
of 150 lbs. maximum operating pressure. This new
higher pressure design will make the self-supporting
Type S available for much wider use.

It retains in full the packless, self-lubricating and
self-adjusting features of the standard Johnson Joints.
The rotating member consists of just one part—a nip-
ple which is connected directly to the roll or drum.
This nipple has a convex, hemispherical collar which
rotates against a matching concave surface of a special
carbon-graphite seal ring.

Pressure itself acts as the sealing force, filling the en-
tire housing and forcing the seal tightly against the col-
lar. A spring is provided in the joint for initial seating.

The rear portion of the carefully machined nipple
serves as a bearing surface. It rotates in a large car-
bon-graphite guide, which in turn is fitted carefully
inside the body. It is this construction which supports
the joint, permitting it to shift as the roll shifts so there
can be no danger of misalignment.

The new joint is available for either through-flow or
syphon pipe service; the through-flow type serves for
inlet at one end of roll with outlet at other end; the
syphon pipe type for inlet and outlet through the same

joint. Head lugs are provided for simple stop rods to keep joints from turning. Available in sizes from $\frac{3}{4}$ " to 3".

Information on the new 250-lb. Type S. Johnson Rotary Pressure Joints is contained in Johnson Bulletin JS-3.

Ford Installs No-Spin Differentials

T. H. Holden, truck and fleet sales manager, Ford division, Ford Motor Company, announces that "No-Spin" differentials, designed to provide positive traction under all unfavorable road conditions, are being installed in production on special order on F-4, F-5, F-6, and F-7 series Ford trucks.

The device is a locking differential which replaces the standard differential in the rear axle, and is designed to prevent wheel spin, thus assuring greater traction in sand, gravel, mud, and snow and on ice.

It is manufactured and warranted by the Detroit Automotive Products Corporation and can be installed in F-4, F-5, F-6, and F-7 series Ford trucks with single-speed axles and F-5 and F-6 trucks with two-speed axles.

"The locking differential can be used very effectively in approved vocational categories, such as school buses, public utility vehicles, delivery fleets, snow plows, fire trucks, and certain off-the-road operations," Mr. Holden said.

Bendix Commercial "Domestic Type" Washer

A strictly commercial "domestic type" automatic washing machine that incorporates the features necessary for operation in self-service stores is now available, according to the Telecoin Corp., national distributor for the Bendix Commercial Washing Machine. Commercial Model C-411, states Telecoin, is the only domestic type washer that is built expressly for the self-service laundry industry and is sold only to that group.

The need for the machine developed shortly after the self-service industry got its start in the early 1940s. The regular home models then in use would not stand up or provide the quality wash that customers expected within the 30-minute cycle. The Model C-411 has successfully met this need, Telecoin reports.

Hebert Moves Into New Plant

The Hebert Paper Corporation recently moved into a new, enlarged plant at 670 Young Street, Tonawanda, N. Y. Walter F. Hebert, president, points out that the 20,000 square feet of floor space together with new automatic machinery and straight-line flow of work will give the firm's paper converting operations greater flexibility and increased production speed.

Among the machines installed are high-speed equipment for making garment bags and automatic machinery for producing small unit rolls of various widths and lengths of waxed paper, cellophane, etc. Other specialized equipment handles the production of waxed papers and "Glenn Anderson" laundry shirt collar supports.

The Hebert Paper Corporation is a wholly-owned subsidiary of the Hubbs and Howe Corporation of Buffalo, Cleveland, Erie and Rochester.

Correction

On page 87 of the June 15, 1951, issue, the location of the Ideal Stencil Machine Co. was inadvertently omitted. The firm's address is Belleville, Ill.

DARNELL CASTERS



Save Money

- Reduce Floor Wear to a minimum.
- Increase efficiency of employees.
- Eliminate wracking of equipment.
- Save time, speed up production.

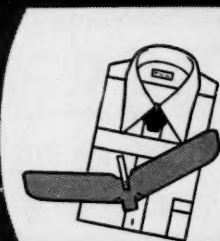
A SAVING AT EVERY TURN

DARNELL CORP. LTD., 60 WALKER ST., NEW YORK, N. Y.
LONG BEACH, CALIFORNIA, 36 N. CLINTON, CHICAGO, ILL.

**..tune
in
more
SALES**

**use
STAIZ
&
X-PANDO**

**COLLAR SUPPORTS
YOURS FREE** Send today
for our Collar
Support Book-
let!



TIME SAVERS

83-99 Walnut St. • Montclair, N. J.

"K-122"

**SOAP BUILDER
SOAP EXTENDER
WORK IMPROVER**

*Favorite with quality Launderers
for past 10 years.*

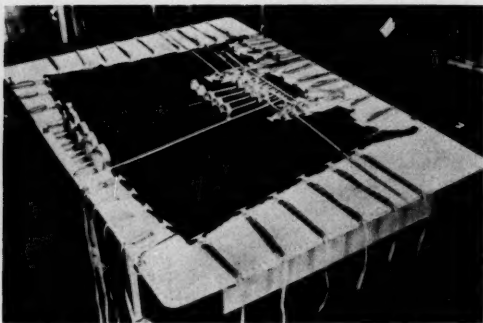
THE LAUNDRY CHEMICALS CO.

Division of The Kinsley Chemical Co.

4538 West 130th St., Cleveland 11, Ohio

Portable Forming Machine

A new, portable forming machine for use by fur manufacturers, repairers, and restylists, is said to com-



pletely reform out-of-shape garments in two hours or less without tacking, pinning, nailing, or the use of elastic. Introduced by the Walter Haertel Company, 2840 4th Avenue S., Minneapolis 8, Minn., the Haertel Form Master will reform up to four times as many garments per day per operator as other methods, the company states. Perfectly finished garments can be turned out without kyling skins or repeating forming operations.

Form Master puts two to six permanent flares in the backs of coats by specially designed perforated aluminum forms. Kyled coats under the old method of nailing often produced irregular flared and poorly fitted garments. The new method is said to assure perfect alignment of flares without repeated fittings or adjustments. Garments hang perfectly, even on hard-to-fit body forms. Crooked coats can be squared up quickly and accurately, and diagonal fronts may be corrected.

Flare forms are held in place with zinc plated spring bars held at each end of the forming table by adjustable clamping bars. Forms are adjustable to any type or size of garment. Working surface totals 35 square feet. The unit consists of a three-piece hinged work table measuring 84 by 60 inches with two folding leaves, and may be folded up and put out of the way when not in use.

The work table is perforated with holes through which room temperature air is constantly circulated by a 400 cfm. fan powered by a 1/6 hp. 60-cycle A.C. motor. Two drawers on either side contain the same perforated working surface for collars, sleeves, etc. Fan

*Today it's the
Ribbonized Way!*

**The
RIBBON-
RITE**

**MARKING MACHINE
For LAUNDRIES**

Prints thru a Ribbon and is Always Ready! Fast, clean, accurate marking that saves time and eliminates the cause of claims. 6-, 8-, and 10-character machines. Easy-to-read block on yellow index strips. Clean, indelible marking. Type cannot fill in. No smudges or blots on work in process.



Special wash-out ribbon for marking at wet assembly. Long ribbon life assured by patented diagonal ribbon feed.

Makers of TAG-O-MATIC, tag-making-and-marking machine for drycleaners.

Wire or write for folder or demonstration.

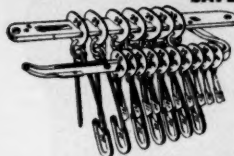


© 1951 Textile Marking Machine Co., Inc.

Install KEY-TAG CHECKING SYSTEM

ASSURING
POSITIVE AUTOMATIC MECHANICAL CHECK

SAVE LABOR—ELIMINATE CLAIMS



Key-Tag assures you—no matter what the service—definite, accurate identification of every net and garment. It speeds up every operation and reduces labor costs. Fits easily into your present system without any elaborate new set-up. Get the details from your supplier or write direct.



**THE KEY-TAG
CHECKING SYSTEM CO.**
6509 HOUGH AVE. • CLEVELAND, OHIO

speed is controlled to force just enough air up through the work table and over the drawers to do a thorough drying job.

The clamp and strap arrangement eliminates all tacking. The forming clamps secure the garment with spring tension jaws, are anchored against the edge of the work table and pulled to the necessary snugness. Two steel extension tapes serve as guides, forming parallels to help keep garment edges straight, and a permanently attached tape around the edge of the work table permits correct shaping.

Constructed of heavy welded steel, the Form Master's standard includes six perforated aluminum forms, six spring bars, 72 forming strap clamps, and two steel extension tapes.

Convention Calendar

Massachusetts Laundryowners' Association
New England Linen Supply Association
Combined Fall Conference
The Maplewood
Maplewood, New Hampshire
September 13-16, 1951

Virginia Association of Launderers and Cleaners, Inc.
Annual Convention
Hotel Chamberlin
Old Point Comfort, Virginia
September 17-18, 1951

Kentucky State Laundry and Dry Cleaners Assn.
Mammoth Cave Hotel
Mammoth Cave National Park
September 21-22, 1951

New York State Laundryowners Association
Fall Conference
Saranac Inn
Saranac, New York
September 28-30, 1951

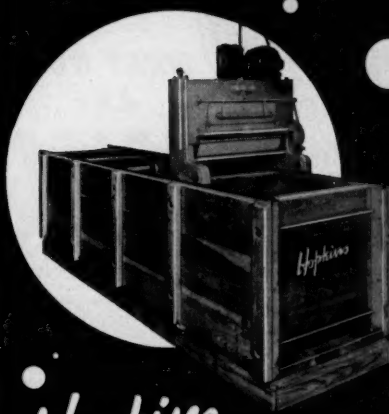
National Institute of Diaper Services
Annual Convention
Hotel Commodore
New York, New York
October 15-17, 1951

(Continued on page 90)

BLANKETMASTER

**BLANKET
WASHER**

Squeeze-roll type of washer. Faster... better quality work. No shrinkage. Available with 4, 5 or 6 sections for adequate washing and rinsing. Write for catalog and prices.



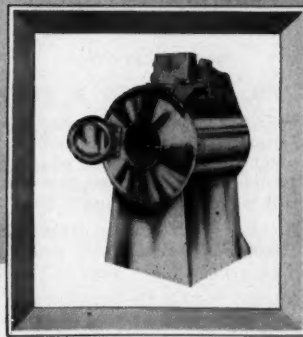
Hopkium

EQUIPMENT COMPANY
HATFIELD, PA.

Dependable

IS
THE
WORD
FOR

MILNOR
WASHERS



MODEL 1W-50 50 LB. DRY WEIGHT CAPACITY

Engineering "know-how," quality materials, rugged construction... continue to go into the MILNOR washers to make them the most dependable available on the market today. Built of stainless steel, Milnor washers will give you SPEED... ECONOMY... LONG LIFE... all the qualities demanded of a washer by the self service industry. 25 and 50 lb. dry weight capacity models and the 25 lb. Dual are available in manual, semi or fully automatic models. Sold by leading distributors everywhere.



WRITE DEPT. 5
FOR DETAILED
CATALOG

MANUFACTURERS OF FINE LAUNDRY AND DRY CLEANING EQUIPMENT



Holes and cracks in your shop floor cost plenty in production time, you know that. But, now you can repair those holes quickly with Cleve-O-Cement. Simple to apply, no skill required. Dries overnight, 28 times harder than ordinary cement, not an asphalt composition. Ready for heavy traffic next morning. Waterproof, slipproof, crack proof. Cleve-O-Cement stands up in bottling plants, laundries, dairies, ice cream plants, food and meat packing plants and especially where a moist or food acid affects ordinary floors.

Send for illustrated bulletin.

THE MIDLAND PAINT & VARNISH CO.
9123 RENO AVE. • CLEVELAND 5, OHIO

PUT IT *on the Record!*

The simplest, most convenient way of keeping a list of your customers, their addresses, the orders they send in, the amount they pay...

THE NO. 39 CLEANERS & DYERS RECORD FORM

Provides space for recording this necessary information with minimum effort. Whether your plant is large or small, whether you prefer a bound volume or loose-leaf type, your needs will be answered by one of these three editions:

No. 39 SENIOR RECORD BOOK—400 Pages (10,000 entries). Durably bound in heavy duck with leather covers. \$ 5.00

No. 39 JUNIOR RECORD BOOK—48 Pages (1,200 entries). Board covers, marbled binding. 1.00

LOOSE LEAF BINDER. 5.00

LOOSE LEAF SHEETS: 100. 2.50

ALL PRICES 250. 5.00

PREPAID 500. 9.00

1000. 15.00

Send orders with remittance to:

NATIONAL CLEANER & DYER

304 East 45th Street, New York 17, N. Y.

THE NEW *Cook* MASTER 75th

All the proven features of the other Cook WASHETTES, including the extra fast washing cycle. See your jobber.

Cook MACHINERY SALES CO.
2220 MAIN ST. • DALLAS, TEXAS



(Continued from page 89)

National Association of Institutional Laundry Managers
Annual Convention
Sheraton Hotel
Chicago, Illinois
October 18-20, 1951

Annual A.I.L. Convention
Stevens Hotel
Chicago, Illinois
October 19-21, 1951

Connecticut Launderers & Cleaners Assn., Inc.
Fall Business Conference
Hotel Stratford
Bridgeport, Connecticut
November 2-3, 1951

National Institute of Rug Cleaners
Convention and Exhibit
Hotel Statler
Boston, Massachusetts
January 19-21, 1952

National Institute of Cleaning and Dyeing
Annual Convention and Exhibit
St. Louis, Missouri
February 7-9, 1952

Diaper Service Institute of America
Annual Convention
Stevens Hotel
Chicago, Illinois
March 23-26, 1952

Massachusetts Laundryowners' Association
Hotel Statler
Boston, Massachusetts
April 4-5, 1952

Laundry and Cleaners Allied Trades Assn.
Laundry and Dry Cleaners Machinery Manufacturers Assn.

The Greenbrier
White Sulphur Springs, West Virginia
April 23-26, 1952

(Continued on page 91)

UNIPRESS SHIRT UNIT
 2 GIRL 3 PRESS
 TOP QUALITY • INCREASED PRODUCTION • GREATER PROFITS



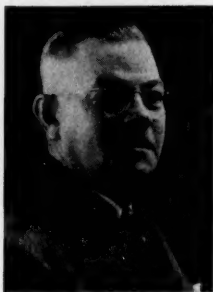
Presses for every requirement

Write for new catalog today

UNIPRESS COMPANY
 2806 Lyndale Ave. • Minneapolis, Minnesota

(Continued from page 90)
 Oregon State Laundry Owners' Assn.
 Eugene Hotel
 Eugene, Oregon
 May 15-17, 1952

Obituaries



J. C. Brittingham, national sales engineer for The Kisco Boiler & Engineering Company, St. Louis, Mo., died on July 14, 1951. Prior to joining Kisco, he had operated his own laundry and drycleaning plant in Hamlet, N. C.

"Britt" came to Kisco in 1928 and had devoted his time since then to the sale of Kisco boiler room, heating and ventilating equipment. He worked with and trained salesmen and distributors for Kisco in every state in the Union, and was in attendance at most of the national conventions throughout

these years.

He had made his home at Astor, Fla., during the past six years.

He is survived by his wife, a son, and a daughter.

Mark Dunn, 61, Detroit laundry operator and for nearly 30 years a leader in East Side Knights of Columbus activities, died recently after an illness of more than a year.

Surviving are his wife, two sons, and three daughters.

Asa Walter Friend, 66, founder of the American Laundry of Springfield, Mo., died on July 9 after a lingering illness. He moved to Springfield in 1929 to establish a laundry business there, and remained active in the operation until ill health forced his retirement about five years ago. He was also a director of the Farmers and Merchants Bank. He belonged to the Presbyterian church and the Masonic lodge.

He is survived by his wife, a daughter, two brothers, and two sisters.

John Davis Gore, 67, owner of the Gore laundry, Beaumont, Texas, died recently after a long illness. Mr. Gore had been first president of the Texas Dry Cleaners Association and had also

Tops for laundries from Coast to Coast

"Petal Smooth"

CLINTON

5-L

LAUNDRY STARCH

CLINTON

SUPREME

LAUNDRY STARCH

Write for demonstration by Clinton's Laundry Technician

CLINTON FOODS INC.
 CLINTON, IOWA

Resillo PRESS PADS



- FLAMONEL metal flannel
- STANDARD
- CHAMPION
- FOAMONEL foam rubber-metal mesh
- PERFEX
- PERMOPADS

Made in exact accordance with press manufacturers specifications.

RESILLO COMPANY 2328 W. Nelson St.
 Chicago 18, Illinois

WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF METAL PRESS PADS

For MARKING Use

★ **Genuine PEEPLESS BEACON TAGS.** Finest 80x80 count cotton cloth. Easy writing surface for hand or machine marking. Firm yet pliable staples. Also fibre. 5 sizes. Half Tags and Single Staple Tags available.

★ **A B SOCK TAGS**

Easy writing, strong cloth surface over metal; water or fluid washes in and out of tag. Two sizes.

★ **NON X L TAGS**

For heavy work. Open type with large pliable prongs. 80x80 count cotton cloth covered.

★ **Korala CUFF FASTENERS** for temporarily fastening French Cuffs. Made of smooth stiff paper supported by steel wire.

★ **TAGGING MACHINES** save time, labor, money. Machines operate easily, simply. Machines for attaching A B and Peepless Beacon Tags, both fibre and cloth.

BOSTAG



BOSTON CLIP & TAG COMPANY

48 Grove Street, Somerville 44, Mass.

Fully Guaranteed

For more than 25 years Cummings-Landau's skilled engineering staff has strived to produce the best laundry and drycleaning machinery possible. By their repeat orders, cost-conscious, production-conscious laundrymen make us feel we've achieved this goal.

Cummings-Landau Laundry Machinery Co. Inc.

308-17 TEN ECKE STREET, BROOKLYN 6, N. Y.



BOCK EXTRACTORS

The most efficient time
and money saving Ex-
tractor on the market.

Made in 15", 17" and 20" sizes.

Send Us Your Inquiry.

BOCK
LAUNDRY MACHINE CO.
TOLEDO, OHIO

BUY KD Davis Overall Tags

8694



Clearly numbered brass
tags for permanent iden-
tification. Attach anywhere on garments.
Will not snag or come loose. Write for
free sample today.

Other K-D Products

- Pin Carriers
- Gripping-Nylon Net Closures
- Net Pins
- Sorting Bars
- Marking Pins

Sold By Jobbers
Everywhere



THE KEYES-DAVIS COMPANY
Superior Service Since 1904
110-14th St. - Battle Creek, Michigan



the
Guiding Light
to SUPERIOR
LAUNDRY FABRICS

Write, Wire
or Phone Collect

TINGUE, BROWN & CO.

723 East Washington Boulevard, Los Angeles 21, Cal. . . Prospect 6023
502 Bishop Street, N. W., Atlanta, Georgia. ATwood 3864
1227 Wabash Avenue, Chicago 5, Ill. HArrison 7-0083
1765 Carter Avenue, New York 57, N. Y. CYpress 9-8800

"PROFITABLE ALTERATIONS"

In response to repeated demands—10 pertinent
articles taken from previous issues of *THE NA-
TIONAL CLEANER & DYER* have been pre-
pared and reproduced in booklet form.

These articles contain the necessary step-by-
step information (with accompanying photo-
graphs) to aid your repair department to more
"Profitable Alterations."

Price only 50¢

NATIONAL CLEANER & DYER
304 East 43rd St. New York 17, N. Y.

Ask Your Jobber for the New Miracle

Carson SPUNYLO NET

100% DUPONT NYLON

LOOKS LIKE Cotton!

FEELS LIKE Cotton!

WEARS LIKE Iron!

Economical!

SOFT AND EASY TO HANDLE
SIDES & BOTTOMS WOVEN TUBULAR

Write for Descriptive Literature

CARSON TEXTILE CO., INC. 2401 15 S. WATER STREET
PHILADELPHIA 48, PA.

Made by the
manufacturers of
LONGBOY, "Don-
not cotton" laun-
dry net made"
and backed by
more than 25
years of laundry
textile "know-
how"! If your
jobber cannot
supply you, write
to us.

been president of the NICD for two terms. He was a Rotarian, and held membership in the Beaumont Country Club, Masonic lodge, Knights of Pythias, and Shrine.

He is survived by his wife, a son, a daughter, two grandchil-
dren, and five sisters.

Carl Heinle, 72, owner and retired operator of the American Home Laundry, Dover, N. J., died recently. He is survived by his wife, Sophie; a daughter, Meta; three sons, Carl, Jr., Edwin C., and William J.; and a brother.

William C. Johnson, 49, executive vice-president of the Allis-Chalmers Manufacturing Company, died on July 26. He was a member of the firm's board of directors and was also a member of the executive committee of the board. In addition, he served as chairman of the board of Canadian Allis-Chalmers.

He served as president of the National Electrical Manufacturers Association in 1948 and as a member of the organization's board of governors since 1944. He was also a member of the National Industrial Conference Board and a member of the Board of trustees of the National Security Industrial Association. He was a director of the NAM and was elected to the board of trustees of Carroll College, Waukesha, Wisconsin, in June, 1951.

He is survived by his wife and two children.



Theodore A. Kemme, 53, manager of the Denver office of the Carman Distributing Co., division of Carman & Co., Inc., died on July 4 at his home in Denver. Mr. Kemme served in the Marine Corps during World War I. He joined the Carman organization in 1934.

He is survived by his wife, two sons and two daughters, his father, three brothers, and two sisters.

Lee Pates, 68, prominent St. Paul, Minn., launderer, died on July 14. Associated with the laundry and drycleaning business in St. Paul since 1902, Mr. Pates was president of the Capitol Laundry when it merged with Model Launderers and Cleaners last January. He remained with Model as vice-president until his death.

He was instrumental in forming the St. Paul Laundry and Dry Cleaners Association and served as its president in 1926. He also assisted in establishing the AIL and had been a director of that group. He is survived by his wife, four sons, and a daughter.

Mrs. Hattie Planck, 62, co-owner of a Detroit, Mich., laundry for two years, died recently. She is survived by her husband, a sister, and two brothers.

Percy C. Roberts, 74, president of the Greenfield Laundry Company, Greenfield, Mass., died recently.

CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates.

Ads must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us.

Extra white space at top, bottom or between lines doubles charges indicated.

Mail your box number replies to The STARCHROOM LAUNDRY JOURNAL, 304 East 45th St., New York 17, N. Y.

LAUNDRIES and CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other Sections—WHERE DO YOU WISH TO LOCATE? Richard J. Muller—Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel REpublic 9-3016. 4646-2

FLORIDA STEAM LAUNDRY & DRYCLEANING PLANT. Continuous operation for more than 25 years. Now largest in this prosperous, growing, year-round area. **PRICE—\$85,000**, \$30,000 cash, balance reasonable. Stephen F. McCready, Realtor, Ocala, Florida. 9584-2

Laundry plant modern equipment takes in drycleaning gross \$70,000. Desirable Indiana community. Excellent opportunity for party or parties with laundry experience. \$20,000 cash, remainder over long term to qualified party buys plant and real estate. Recall to military, sale reasons. **ADDRESS:** Box 9425, STARCHROOM LAUNDRY JOURNAL. -9

PORTLAND OREGON—Quality laundry, cleaners top prices, one truck. Grosses \$40,000, easily doubled. Same management eleven years. Swell family setup. \$25,000 Terms—sell, lease property also house. Write: BOX 9428, STARCHROOM LAUNDRY JOURNAL. -2

Laundry with living quarters attached. Machinery and equipment in good condition. Only one in town. Good lease. Doing \$550 per week. **Price \$8,500.** Health forces sale. H. M. Wade, P. O. Box 4173, Calistoga, California. 9489-2

NEW LAUNDRY PLANT FOR SALE—FACTS: An industrial city with 654 diversified industries. (Chamber of Commerce figures). Established locally in laundry business 17 years. Moved into new plant just 3 months ago, with cash and carry store front and drive-in at rear of plant. Have 3 truck routes plus cash and carry store between two of the largest hotels locally. Doing \$1,500 worth of business weekly. New 125 HP 125 PSP Cleaver-Brooks Oil Burning Boiler, with all other boiler room accessories. Boiler separate from main plant. Business has profitable history. Selling due to doctors orders. Address all inquiries to Box 9442, STARCHROOM LAUNDRY JOURNAL. -2

Good going shirt laundry and drycleaning business. Building and equipment, all in first-class condition. Room for expansion. Prosperous South Jersey town. **ADDRESS:** Box 9446, STARCHROOM LAUNDRY JOURNAL. -2

SQUARE DEAL—Efficient New York vicinity plant with excellent name, good personnel and modern equipment. Average past yearly sales \$475,000. Price right. Owner has other interest. ADDRESS: Box 9459, STARCHROOM LAUNDRY JOURNAL. -2

Laundry and Cleaning plant in mining town Arizona, only laundry in town running \$12,000 month. Plenty of territory to expand. Own lot and buildings. Four delivery trucks. On account of health owner will sell controlling interest for \$35,000 or all stock in the corporation for \$55,000. Easy terms. Arthur Horn, 5125 Alameda, El Paso, Texas. 9464-2

COMBINATION LAUNDRY & DRYCLEANING PLANT, old established business, central CALIFORNIA. Trading area 75,000 population. Chief industries, dairying, fruit and cotton on a large scale. Practically new equipment since 1945. Annual business \$100,000. A money maker. **ADDRESS:** Box 9462, STARCHROOM LAUNDRY JOURNAL. -2

FOR SALE: MODERN LAUNDRY ALL LATE EQUIPMENT, ESPECIALLY SUITED FOR INDUSTRIAL LAUNDRY PRODUCTION OR LINEN SUPPLY, APPROXIMATELY 16,000' FLOOR SPACE, NEW 800 H.P. COMPLETE POWER PLANT. LOCATION TEXAS IN CITY OF 400,000 POPULATION. LONG LEASE ON PROPERTY AT LOW RENTAL. REPLY BOX 9438, STARCHROOM LAUNDRY JOURNAL. -2

CALIFORNIA LAUNDRY PLANT AND DRYCLEANING AGENCY, marvelous cash and carry business, asking \$10,000. Terms. Rent \$75. Haig Realty Co., 969 E. Washington St., Pasadena, California. 9463-2

LAUNDRIES and CLEANING PLANTS FOR SALE (Cont'd)

LAUNDRY PLANT in a thriving area of NORTHERN NEW JERSEY. Gross business in 1950 approximately \$130,000. Sale price \$140,000. Includes cinder block building with 7,000 square feet on one floor, on main thoroughfare with property 120 x 200'. Also includes five trucks. **ADDRESS:** 9465, STARCHROOM LAUNDRY JOURNAL. -3

FOR SALE—Fully equipped modern laundry doing \$1400.00 per week and equipped to do double that amount. Established 15 years. In the heart of St. Louis Co., Mo. near the airport and Navy Base. Plenty of room in building to install a drycleaning unit. Office on busy business street. Entrance on side street can be made into a wonderful drive-in. Three year lease at \$300.00 per month with option to renew. Three 1949 Chevrolet trucks, running two routes. Price \$81,000.00. Contact George R. Albin at Advance Laundry Co., 2520-22 Woodson St., St. Louis 14, Missouri. -2

TOMAHAWK MODEL LAUNDRY, concrete block building 30' x 60'. **GOOD EQUIPMENT,** soft water, cash business, no deliveries. \$19,000 terms half cash. Wm. F. Brown, Realtor, Tomahawk, Wisconsin. -2

LAUNDRY AND DRYCLEANING PLANT. 56 YEARS CONTINUOUS OPERATION. All new equipment, modern brick building, \$145,000 volume. Only two other laundries in rich midwestern agricultural and livestock center of 85,000 population. Building sale or lease optional. Owner wishes to retire. **ADDRESS:** Box 9474, STARCHROOM LAUNDRY JOURNAL. -2

Established laundry, cleaning plant, linen supply. Prosperous Central Texas courthouse city. Loyal experienced employees. Cash business \$50,000 annually. Rent \$100—good lease. Bargain at \$25,000—terms \$5,000 to \$10,000 cash, balance easy. **ANOTHER** complete going laundry, cleaning plant, including building and adjoining apartment. Established 7 years. All for \$15,000—\$3,000 cash, balance terms. Write or phone Hammond Machinery Co., Waco, Texas. 9477-2

LAUNDRY FOR SALE—Buffalo area. Owner in poor health. Will sacrifice. Excellent location—New equipment. Easy terms arranged. Box 9483, STARCHROOM LAUNDRY JOURNAL. -2

BUSINESS OPPORTUNITIES

LAUNDRY PLANT equipped for fluff-dry work. New commercial equipment, truck. Good opportunity, Sacrifice at \$5,000. Write: Box 9403, STARCHROOM LAUNDRY JOURNAL. -11

Engineering Sales Representative wanted, state or regional. Direct to boiler return system and complete COLUMBIA line of boiler feed, heat conservation, deseration and automatic control equipment. P. O. Box 286, Santa Clara, California. "Pioneers In Direct Return." -11

DRIVE IN LAUNDRY and CLEANERS. \$50,000 NET PROFIT in 1950. \$70,000 possible profit for 1951 due to exceptionally large increase in volume this year. Drycleaning volume over \$100,000 last year. Long term lease on new modern building, built especially for this business. 100 percent location. Equipped with the latest modern machinery. Business established over twelve years. Due to illness a quick sale must be made. Will sacrifice this unusual profitable business for \$150,000 cash. Investment can be made back in 3 years. Please give financial information in replying and full details will be given including complete set of photos. This business will bear close investigation. Address Post Office Box 1073, Kansas City 10, Mo. -2

LAUNDRIES and CLEANING PLANTS WANTED

WANTED—PLANTS—ALL KINDS—New York, New Jersey, Connecticut. **BUYERS WAITING—LIST YOURS.** **RICHARD J. MULLER** Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel. REpublic 9-3016. 4584-1

LINEN SUPPLY and LAUNDRY BUSINESS WANTED

WANTED: LINEN SUPPLY and LAUNDRY BUSINESS, small or large, anywhere in the U. S. A. Replies held confidential. **ADDRESS: Box 9249, STARCHROOM LAUNDRY JOURNAL.** -1

FOR LEASE

FOR LEASE: Thriving laundry and drycleaning plant in **ALBUQUERQUE, NEW MEXICO.** Grossing \$100,000 per year. Exceptional opportunity for experienced man. **Address: Box 9416, STARCHROOM LAUNDRY JOURNAL.** -20

SALESMEN WANTED

One young Salesman to cover central Pennsylvania for well known laundry machinery manufacturer. Contact with details: **Box 9444, STARCHROOM LAUNDRY JOURNAL.** -14

WEST COAST SALESMAN calling on laundry and cleaning plants. We want **ONE GOOD MAN** who can add to his line a nationally known, easily sold item. **HIGH COMMISSION RATE.** Replies will be held in strict confidence. Write **Box 9450, STARCHROOM LAUNDRY JOURNAL.** -14

HELP WANTED

SUPERINTENDENT for large plant in south-central city. Must be able to maintain incentives and get production. Age, preferably 30 to 40. Must be temperamentally well balanced and able to stand pressure. Excellent salary with adequate bonus for a good performance. **ADDRESS: Box 9439, STARCHROOM LAUNDRY JOURNAL.** -7

Experienced laundry man in all phases of laundry business. Capable of assuming complete responsibility in large modern plant in Fairbanks, Alaska. Prefer middle aged man. Reply to **Dr. A. R. Carter, Commerce Bldg., Everett, Washington.** 9441-7

WANTED—LAUNDRY SUPERINTENDENT. For Laundry and drycleaning plant with opportunity for advancement in Mid-Western small city. Furnish references and experience, etc. Write: **Box 9443, STARCHROOM LAUNDRY JOURNAL.** -7

SALES MANAGER—NEW ORLEANS, \$7,500 TO \$10,000 PER YEAR. MUST BE A TOP MAN IN SALES FIELD ABLE TO PLAN, CREATE AND MANAGE SALES ORGANIZATION, INCLUDING ALL PROMOTION AND ADVERTISING, FOR LARGE LAUNDRY. AGE 35 TO 50, STABLE WORK, HISTORY OF INCREASED RESPONSIBILITY. STATE FULLY EXPERIENCE, AGE, EARNINGS AND EDUCATION IN FIRST LETTER. REPLY CONFIDENTIAL. **BOX 9445, STARCHROOM LAUNDRY JOURNAL.** -7

Laundry Manager and Washman for Private Boys' School in New England. Submit qualifications, experience and salary required to: **Box 9447, STARCHROOM LAUNDRY JOURNAL.** -7

TOP FLIGHT LAUNDRY SUPERINTENDENT to manage one of Baltimore's largest and finest plants. Must have proven record of accomplishment. Write, wire or phone **Harold M. Fish, Fish Laundry, 2565 Pennsylvania Ave., Baltimore 17, Md.** 9478-7

SITUATIONS WANTED

LAUNDRY SUPERINTENDENT—25 years experience with plants of \$5,000 to \$10,000 weekly volume, exceptional record for labor management, family man, no drinker, wants permanent connection. **ADDRESS: Box 9411, STARCHROOM LAUNDRY JOURNAL.** -5

LAUNDRY PRODUCTION MANAGER—Executive, 48 years of age, married, college education. General Manager of one of the largest family laundries in the East. Modern production methods. Minimum \$7,500, New York City area. Available immediately. **ADDRESS: Box 9466, STARCHROOM LAUNDRY JOURNAL.** -5

Experienced laundry supervisor always produced results desired, seeks good position. Always sober. Never sick. Educated, dependable. Well recommended. **Address: Box 9475, STARCHROOM LAUNDRY JOURNAL.** -5

ADVERTISING SERVICES

CONCERNED about sales? Want advertising that **REALLY BRINGS IN BUSINESS?** Want advertising that sets the whole town **BUZZING** about your laundry? These ads produce amazing results at **LOWEST COST** per new customer. Tested and proved three years. Now available exclusive territory basis. Write **BARB ADVERTISING COMPANY, 26 BRICKETT AVE., HAVERHILL, MASS.** 9451-10

PROFESSIONAL NOTICES

CARRUTHERS' LAUNDRY BULLETIN—the statistical Bulletin for the Laundry Industry—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$12 annually. **John Carruthers Co., Inc., 909 Little Building, Boston**—a statistical organization affiliated with **John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford, and Washington.** 8487-87

CONSULTANTS

CENTRIZ: CENTRIFUGAL WASHING IN YOUR EXTRACTOR. Installations in over 100 plants demonstrate outstanding possibilities for big savings in machinery, supplies, water, power and labor while producing beautiful quality work at a much higher profit. Write for detailed information to **HOWARD FINK AND SONS, Laundry owners and engineers, 2224 63rd Street, Kenosha, Wisconsin.** 9284-25

LAUNDRY LISTS

Laundry Lists: Our Catalog Lists, 4 1/4 x 11, white bond paper, black ink, padded, \$20,000 Freight prepaid. Also Colored Lists. Ask for Catalog and prices. We also print Bundle Inserts, Driver Route Sheets, etc. **Breslin Press, Inc., Finch Bldg., St. Paul 1, Minn.** 9277-84

MISCELLANEOUS

11,500 Camelforms and 5,000 paper shirt-bags, assorted sizes, at a low price. For sizes and prices write: **Home Laundry and Drycleaning Co., 25-29 N. 11th St., Richmond, Indiana.** 9583-8

CARDING WIRE

CARDING WIRE: For Curtain and Blanket Stretchers. **G. W. ROBINSON CO., 36 Pleasant Street, Watertown, Mass.** 3840-38

The Mark Record Sheet

is a great check against inaccurate marking. Records the marks used in all bundles; permits location of lot for all marks

*Prevents duplication of marks;
Avoids mixup of garments;
Aids and simplifies sorting;
Used in any marking system;
Precludes thievery.*

Used for years by hundreds of laundries
SAMPLES FREE

(All shipments C.O.D. unless check accompanies order)

Price, per thousand \$7.50
5,000 or more, per thousand \$6.50

Starchroom Laundry Journal
304 East 45th Street New York 17, N. Y.

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers, rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.,** 29 Calumet Street, Newark 3, N. J. 1222-37

MACHINERY WANTED

WANTED: Monel or stainless steel washers, unloading extractors, and flatwork ironers. Highest cash prices paid for machinery in good condition. Give make, model, serial number and location. **ADDRESS:** Box 9359, **STARCHROOM LAUNDRY JOURNAL.** -3

WANTED—Two American Double Cuff Machines which iron gussets, also two double American Sleeve presses for shirt unit. Washington Laundry, 2627 K. Street, N.W., Washington 7, D. C. 9449-3

Will buy used air driven Mushroom Presses and Leaf leggers. Armstrong Machinery Company, 381 Peachtree St., N.E., Atlanta, Georgia. 9470-3

POWER PLANT EQUIPMENT FOR SALE

PERMUTIT WATER SOFTENER, size 7' x 9', capacity 50,000 gal. Equipped with gravel and Zeolite. Brand new—never been connected. Willing to sacrifice \$500-\$600. For full details, write **THE BEST LAUNDRY CO.,** 7920 Kinman Rd., Cleveland 4, Ohio. 9462-36

10 H.P. COLUMBIA BOILER complete (oil burner), **AIR COMPRESSOR,** 2 H.P., 60 gal. 40 lb. **PANTEX** Waterway Junior combination washer and extractor. All above like new, used 9 months. **AMERICAN 48"** flatwork ironer, good condition, **CITY SELF SERVICE LAUNDRY,** 264 Carroll St., Paterson, N. J. 9468-36

75 KW GE Generator, Skinner Uniflow Engine 100/125 Steam, 175 RPM. Very reasonable. South Side Launderers, Inc., Foxhurst Road, Baldwin, Long Island. #9480-36

MACHINERY FOR SALE

ASHER ironers 48 x 120—32 x 120. Rebuilt, big stock, Terms. **Beahr Laundry Machine Company,** 29 Calumet Street, Newark 3, N. J. 2240-4

REBUILT LAUNDRY AND DRYCLEANING MACHINERY — washers, extractors, ironers, presses, tumblers, filters, stills, boilers. Large stock on the floor **READY FOR INSPECTION AND DELIVERY.** Complete plants installed. **IMPERIAL LAUNDRY MACHINERY CO.,** 245 Huron St., Brooklyn 22, N. Y. 4400-4

48x120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 4651-4

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with new electrical equipment. **EVANS AUTOMATIC SHIRT STARCHING MACHINE.** **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4753-4

48" TROY and TOLHURST, direct motor driven and belt driven extractors. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4755-4

American Master Cascade Monel Metal Washers, 48 x 96", 8-pocket, 8-door, also 2-pocket and 4-pocket, motor-driven, rebuilt, equal to new, one year guarantee, at bargain prices. **WILLIAMS LAUNDRY MACHINERY CO., Inc.,** 37-16 22nd St., Long Island City 1, N. Y. 9460-4

30" American extra deep Extractors, Monel baskets, also 28", 26" and 20", obtained from U. S. Gov't, like new, one year guarantee, bargain prices. **WILLIAMS LAUNDRY MACHINERY CO., Inc.,** 37-16 22nd St., Long Island City 1, N. Y. 9461-4

54" American Self-unloading, 400 lbs. dry weight, Notrax including 3 sets of Monel Containers, \$1,295, with electric hoist and track complete \$1,995, cash F.O.B. our plant. Can be seen in operation. **Lasker's Imperial Laundry & Cleaners, Inc.,** 1501 Main Street, Little Rock, Ark. 9469-4

Watts Super Three Flatwork Ironers, now in operation. Very reasonable. 1025 PO Prosperity Sleeve Press. Wearing Apparel Presses. South Side Launderers, Inc., Foxhurst Road, Baldwin, Long Island, N. Y. 9481-4

48" Purkett Shake-out tumbler \$150 f.o.b. Shipley's Laundry, Sioux Falls, South Dakota. 9482-4

WHEN YOU'RE IN THE MARKET
for **USED and REBUILT**
DRYCLEANING or LAUNDRY
MACHINERY

write for our large list

IMPERIAL LAUNDRY MACHINERY CORP.
(EVergreen 9-6585)

249 Huron Street

Brooklyn 22, N. Y.

48" VIERSEN HIGH SPEED and 48" TOLHURST, DIRECT MOTOR DRIVEN EXTRACTORS. Ready for immediate delivery. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 4653-4

For Laundry and Drycleaning Machinery try the Keel Company, 7229 N. Western Avenue, Chicago 45, Illinois. 4461-4

AMERICAN and TROY 5 Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 4766-4

30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRONERS. Quality production machines. Very reasonably priced. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 4767-4

8 ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 4799-4

HIGH SPEED EXTRACTORS, AMERICAN 17" MONEX, 15" and 17" BOCK, 20" HOFFMAN WITH MONEL BASKET. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 4864-4

HANDY IRONERS, AMERICAN, TROY and POLAND single roll flatwork and small piece ironers. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 4865-4

AMERICAN and TROY 26" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 4868-4

AMERICAN 48x120" CYLINDER FLATWORK IRONER (5125 type) with 4 PADDED PRESSURE ROLLS. IN EXCELLENT CONDITION. DOES QUALITY WORK. HIGH CAPACITY MACHINE AT LOW INVESTMENT VALUE. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 4867-4

COLLAR FINISHING UNIT, consisting of **AMERICAN EARMO Press, Seam Dampener, Shaper and Edger.** **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** 313 Ten Eyck Street, BROOKLYN 6, N. Y. 5004-4

AMERICAN direct motor driven and belt driven 48" HUMATIC EXTRACTORS. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 4184-4

6 AMERICAN 18 and 20 POUNDER, 2 COMPARTMENT AIRWAY TUMBLERS. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 4692-4

TROY and AMERICAN LATE TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 4818-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30x30", 36x34", 42x73" and 44x84". Ready for immediate delivery. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 4461-4

Five 42x84" AMERICAN MASTER CASCADE DOUBLE END DRIVEN MONEL WASHERS with 2 compartment, 2 door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 4910-4

MACHINERY FOR SALE (Cont'd)

4 Tumblers, Ellis Drier Company, 48x120" Motor-driven with motor on top, three-pocket, three-door, late type machine. Price reasonable. 3128 West Lake Street, Chicago 12, Illinois. 9146-4

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER AND AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

60" FLETCHER WHIRLWIND, 60" ZEPHYR and 63" AMERICAN OPEN TOP EXTRACTORS WITH MONEL AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6916-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN TOP MOTOR DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

120" RETURN FEED 2 ROLL AMERICAN and 100" COLUMBIA FLATWORK IRONERS, MOTOR DRIVEN. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 7028-4

AVAILABLE NOW IN YOUR LOCALITY. Bargains in good, used equipment. MARTIN EQUIPMENT CORPORATION, 789-C Hertel Avenue, Buffalo, New York. 7064-4

METAL CYLINDERS—TO REPLACE WOOD OR METAL, in any size or type of laundry or drycleaning washer. Made of stainless steel or black metal, increase capacity, efficiency. Write for prices, giving size, number of partitions and doors, use of washer. FROST BROTHERS, 1221 Wade St., Indianapolis 3, Indiana. 7096-4

PROSPERITY 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES—COLLAR AND CUFF, BOSOM, YOKE and TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8074-4

15 POUND AMERICAN and HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN and 36x38" HUEBSCH and HOFFMAN OPEN END TUMBLERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8078-4

AMERICAN TILTOR 4 GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

5 WATERWAY COMBINATION WASHERS AND EXTRACTORS. PERFECT MACHINE FOR BLANKETS, WOOLENS AND OTHER SPECIALTIES AS WELL AS COLORED WORK. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8075-4

IMPERIAL LAUNDRY MACHINERY COMPANY, 245 Huron Street, Brooklyn, New York, EV-9-6585, has available American Notrux 54" extractor with two extra baskets, purchased new 1945; Troy Streamline 8-roll ironer, new 1942; American 8-roll ironer; American 6-roll ironer; Ellis 54x120" 9-pocket stainless washer; American Cascade 42x84" washer; Troy 42x72" washer; American Tiltor shirt unit; Prosperity 4-girl unit and coat presses; Hoffman 42x90" tumbler; Huebsch 36x30" tumblers; Hoffman and American 48" and 60" extractors for laundries or cleaners; Hoffman 140-F unit used two months; American 30x48" Petroleum unit with filter, still, etc., brand new; Prosperity synthetic cleaning unit; DDZ 60-pound synthetic unit; Columbia synthetic unit. 9069-4

FLASH: TWO AMERICAN 120" STANDARD LATEST TYPE STREAMLINED FLATWORK IRONERS. IN EXCELLENT MECHANICAL CONDITION AND READY FOR IMMEDIATE DELIVERY. THESE TWO IRONERS REPRESENT EXCELLENT IRONER VALUE. INSPECTION INVITED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9039-4

HOPEKINS TULL 2 DOOR COMBINATION CURTAIN AND BLANKET DRYERS. PANTEX 46x24" CURTAIN AND DRAPE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9162-4

IMPERIAL Laundry Machinery Co., 245 Huron St., Brooklyn, N. Y. EV-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection; reasonable prices and terms; one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 9001-4

Large capacity, motor-driven 54 x 120" 3 door 9Y pocket Monel metal Super washer. Perfect condition. Located near Boston. Can be seen operating. Address: Box 9479, STARCHROOM LAUNDRY JOURNAL. -4

MACHINERY FOR SALE (Cont'd)

2—CHICAGO 100" 4-ROLL GAS HEATED IRONERS, REBUILT AND IN FIRST-CLASS MECHANICAL CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9268-4

44x84" AMERICAN MASTER CASCADE DOUBLE END DRIVEN 3 POCKET MONEL WASHER. 24x34" 1 POCKET 1 DOOR MONEL WASHER. BOTH MOTOR DRIVEN. CUMMINGS-LANDAU Laundry Machinery Co., Inc., 313 Ten Eyck St., Brooklyn 6, N. Y. 9278-4

48 x 120" SMITH DRUM, 12 COMPARTMENT 12 DOOR: 48 x 126" AMERICAN MASTER CASCADE 12 COMPARTMENT 12 DOOR, DIRECT MOTOR DRIVEN, DOUBLE END DRIVE, MONEL METAL WASHERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9317-4

AMERICAN 4 ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE SPEED MOTORS, NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

Prosperity Power Circle Double-Lay, Double Sleeve Press. Reasonable. FEEBLESS LAUNDRY CO., 1445 E. 120th St., Cleveland, Ohio 9344-4

One American Triple Head (Collar and Cuff) Press \$200. One American Shirt Body Press \$200. One American Shirt Body Press \$250. One all metal washer, bronze cylinder, belt driven, size 31" x 26", \$300. One sleeve form \$35. All in good condition. Located in Connecticut. Send inquiries to: Box 9354, STARCHROOM LAUNDRY JOURNAL. -4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3, 6 or 9 COMPARTMENT STAINLESS STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

AMERICAN ZONE-AIR 4 COIL STEAM HEATED REVERSING TUMBLERS 220 Volt, 3 phase, 60 cycle. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9401-4

50" UNLOADING EXTRACTORS—3 AMERICAN NOTRUX, 2 FLETCHER TWINTAINERS and 2 ELLIS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9402-4

2—BERGER HYDRAULIC EXTRACTORS AND 2—44 x 84" MILLER WASHERS. IN VERY GOOD OPERATING CONDITION. ADDRESS: BOX 9432, STARCHROOM LAUNDRY JOURNAL. -4

2 AMERICAN TILTOR SHIRT UNITS (except folding tables) in good operating condition. One unit available now, other one later. Cascade Laundry Co., Des Moines, Iowa. 9424-4

7—HUEBSCH 36 x 30" TUMBLERS, EQUIPPED WITH 6-COILS, 1/4 H.P. MOTOR, 60 CYCLE, 220 VOLTS, 3 PHASE, IN EXCELLENT CONDITION. ADDRESS: BOX 9442, STARCHROOM LAUNDRY JOURNAL. -4

American Notrux 50" Extractor, equipped with two sets of Monel containers, AC 220 volt, 3 phase, 60 cycle, rebuilt like new, BARGAIN PRICE, WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, New York. 9453-4

NOTRUX EXTRACTOR CONTAINERS, 54" AND 50", EXCELLENT CONDITION, LIMITED QUANTITY. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-16 22nd Street, LONG ISLAND CITY 1, NEW YORK. TELEPHONE: Stillwell 6-6666. 9454-4

American 8-roll late type streamline Flatwork Ironer, 120", rebuilt, equal to new, one year guarantee, bargain price. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, N. Y. 9455-4

100" American 2-roll chest type Flatwork Ironer, irons both sides, 2-girl, return, motor-driven, like new; also 100" American 41210 return feed, 2-girl Flatwork Ironer, motor-driven, completely rebuilt, one year guarantee. These machines very reasonably priced. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, New York. 9456-4

48" American and Hoffman Amico Open Top motor-driven Extractors, completely rebuilt, equal to new, one year guarantee, bargain prices. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, N. Y. 9457-4

120" American Standard 6-roll Flatwork Ironer, rebuilt, guaranteed one year, bargain price. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, N. Y. 9458-4

42 x 84" American Master Cascade Monel Metal 2-pocket Washers, also 30 x 48", 24 x 36" and 24 x 24", Monel, obtained from U. S. Gov't., practically new, bargain price. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, N. Y. 9459-4

LIQUIDATION OF PARK LAUNDRY

We are selling, as Agents, for the owners of Park Laundry, 106-44—160th Street, Jamaica, Queens County, New York City, because the New York City Housing Authority has condemned the land and building and has ordered the building demolished. Therefore, everything will be sold. Some machines were used only 3 years; balance of equipment is very modern and of the best, such as

AMERICAN CASCADE WASHERS
AMERICAN SYLON FLATWORK IRONERS
AMERICAN TILTOR UNITS
AMERICAN NOTRUX EXTRACTORS.

Machines will be priced reasonably. Ample time for removing will be allowed. All motors 220 volts, 3 phase, 60 cycles, alternating current. Partial description—

- 5 AMERICAN — 6 ROLL IRONERS — SYLON AND STREAMLINE MODELS
- 13 CASCADE WASHERS — all monel metal and motor driven —
 24 x 36 — 30 x 48 — 48 x 84 — 42 x 64 — 42 x 84 — 48 x 126.
- 2 AMERICAN NOTRUX EXTRACTORS WITH EXTRA BASKETS. Other
 type 48" and 30" extractors.
- 6 HUEBSCH 4 coil OPEN END TUMBLERS; also other types.
- 3 AMERICAN TILTOR 4 GIRL SHIRT UNITS, also approximately
 50 other type American and Prosperity presses.

— DRYCLEANING DEPT. —

Prosperity Synthetic 6A fully automatic unit
 Prosperity garment press with finishing
 equipment
 Connorsville Rug Equipment

— MISCELLANEOUS —

Many items too numerous to mention are
 included in this large modern plant cov-
 ering a floor space equal to a city block.

Write, phone, or wire what you need and we shall send full description and quotations without obligation. Arrange to inspect this equipment at your convenience by contacting us at 245 Huron St., Brooklyn 22, N. Y. Evergreen 9-6585, or call Sacramento 2-4253 Evenings and Sundays. Plant is located three blocks from New York Blvd. and is three blocks from the 168th St. Station of the Sixth and Eighth Avenue Independent Subway; is near Grand Central Parkway and Queens Blvd.

Advise us your needs· if items are not listed, they may be available.

BEFORE VISITING PLANT, CONTACT

IMPERIAL LAUNDRY MACHINERY CORP.

245 Huron St., Brooklyn, N. Y. 2 blocks from Greenpoint Ave. Station of the Independent 6th and 8th Avenue Subway in the Greenpoint Section of Brooklyn.

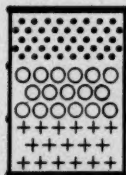
With PENSAL[®]

every piece in every bundle can be uniformly clean

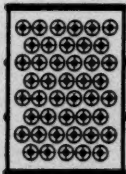
Pensal colloidal alkaline detergent is *fused*! That's why soap tanks built with Pensal produce *consistent* work... why every piece in every bundle comes out of the wash-wheel uniformly clean. Pensal is easy to use, too. Add it dry-to-the-wheel—in solution—or in the soap tank. This fabric-safe, anhydrous product can save manhours by shortening your formula... by reducing go-backs.

The Pennsalt manufacturing technique goes far beyond merely mixing ingredients to form a laundry detergent. Pennsalt *fuses* these ingredients into one homogeneous compound... every particle like every other particle. No amount of vibration, filling or refilling of containers can possibly disturb the scientific balance of Pensal colloidal alkaline detergent.

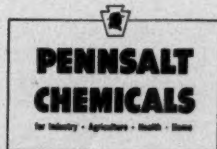
And your washman will like Pensal too... because it makes his work easier. Pensal is de-dusted. There is no dust to irritate nose and eyes, when you use Pensal colloidal alkaline detergent.



This shows how the various ingredient particles of ordinary detergents can shift and settle. (Exaggerated for clarity.)



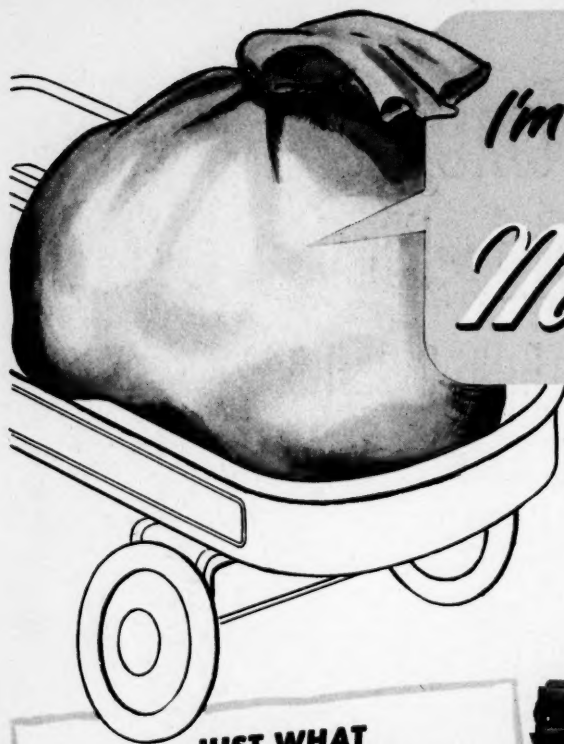
Showing how Pensal ingredients are fused into homogeneous particles which remain uniform throughout the drum.



laundry and dry cleaning products:

Pensal • Perchloron • Penozone • Erustocide • Erusto Salts • Erusto Blues • Quaker Blue • Erustolin • Erustosol • Erusto Filter Soap • Energex • Erusto Synthetic Solvent Soap • Erusto-Cetic • Erusto Oil, Paint and Grease Remover • Erusto Dry Spotter • Erusto Wet Cleaning Soap • Erusto Pre-Spotter • Erusticator • Erustolux • Feracator Salts—Trade Marks Reg. U.S. Pat. Off. Also: Penbrite • Sparkette • Thriftex

Switch to Pensal... call your Pennsalt distributor today!
Laundry and Dry Cleaning Dept., Pennsylvania Salt Mfg. Co., East: 2085 Widener Bldg., Philadelphia 7, Pa.
West: Woolsey Bldg., 2168 Shattuck Ave., Berkeley 4, Calif.



*I'm goin' steady
at the
MonoWash*



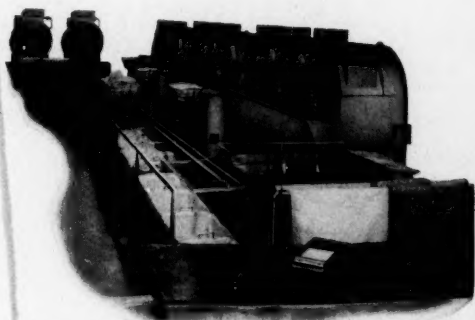
HOFFMAN'S new
package unit laundry
brings bundles back
for repeat profits

**JUST WHAT
MRS. MODERN WANTS!
ATTENDED PROFESSIONAL
SERVICE WHILE SHE SHOPS**

Offer homemakers this new kind of laundry service in your neighborhood — and they'll beat a path to your door with family bundles. "MonoWash" is planned for modern living — provides downtown shopping convenience with fast, same-day, professional laundering. Compact, complete, and with low overhead for competitive prices in tune with the times!

Laundry Owners! Dry Cleaners!

Write for Descriptive Literature



**Complete! Heavy-Duty Equipment
Built for ECONOMICAL OPERATION**

Designed to help you merchandise modern laundry service right on Main Street. Your "MonoWash" set-up is neat and inviting. Nine 25-pound open-end washers arranged in units of three, each served by a 20-inch extractor. Three gas-fired tumblers, water heater and necessary accessories. All wiring and piping ready for hook-up. And Hoffman help in establishing your operation.

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